26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MAY 20, 1957 35¢ PER COPY

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tv commercials called on the carpet Page 31

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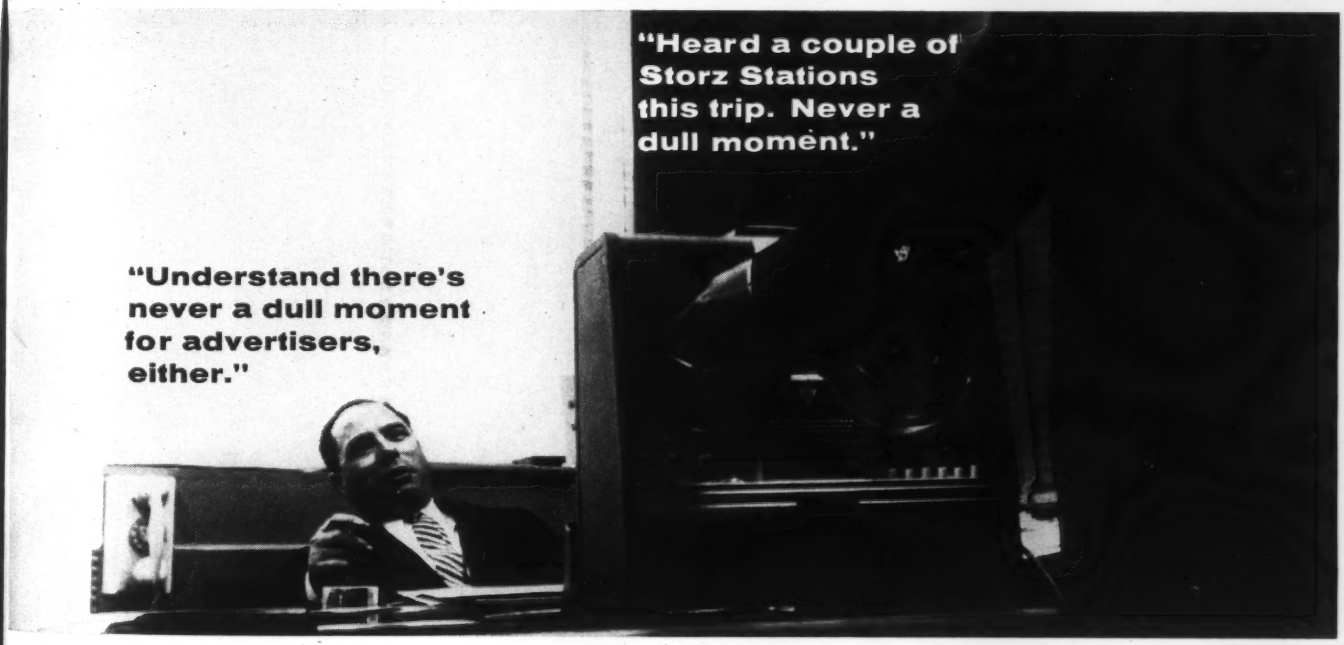
FCC reins in on subscription tv moves Page 62

Goldenson sees network audience at full Page 116

Commercials in a jam

Electronics on way up

Double-take on toll tv


"Heard a couple of Storz Stations this trip. Never a dull moment."
"Understand there's never a dull moment for advertisers, either."

In any of these 5 important markets . . . every time is a good time with the Storz Station.

MINNEAPOLIS-ST. PAUL . . . with WDGY. March 1957 Nielsen shows WDGY first (NSI Area, 9 a.m.-6 p.m., Mon.-Sat.). Latest Trendex ranks WDGY first all day. Latest Hooper and latest Pulse have WDGY first every afternoon. Make sure you're working with up-to-date data from the Twin Cities. See John Blair or WDGY GM Steve Labunski.

OMAHA . . . with KOWH. First all day on all 3 Omaha surveys. First on latest (March-April) Omaha Hooper. 40.9% first place all-day average, latest Omaha Trendex. 246 out of 264 first-place daytime quarter-hours, on latest Pulse. Contact Adam Young Inc., or KOWH GM Virgil Sharpe.

KANSAS CITY . . . with WHB. First per *METRO* Pulse, Nielsen, Trendex and Hooper—first per *AREA* Nielsen and Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS . . . with WTIX. Month after month WTIX maintains or widens its first place position in New Orleans listening. First on Pulse (6 a.m.-6 p.m., Mon.-Fri.). And first per latest Hooper. Ask Adam Young Inc., or WTIX GM Fred Berthelson.

MIAMI . . . with WQAM. Way out front. More than *twice* the audience of the second station, per latest Hooper. Now Pulse joins Hooper and Trendex in agreement: All *three* show WQAM first—all day! See John Blair, or WQAM GM Jack Sandler.

The Storz Stations

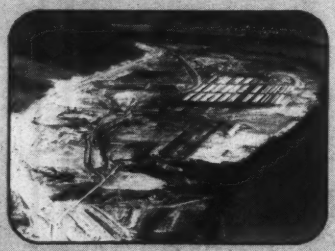
Today's Radio Programming Leaders in Their Markets

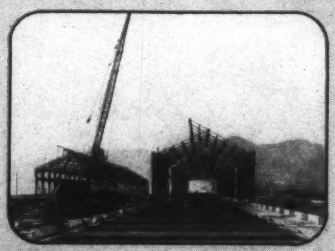
TODAY STORZ

THE

WHEELING

INDUSTRIAL EXPANSION STORY BOARD

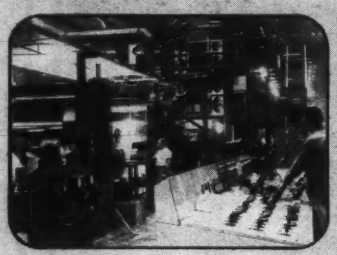




ANNCR: Wheeling is the center of one of the *fastest growing* markets in America—the booming Upper Ohio Valley . . .

New Industry is moving in!—The gigantic Olin-Revere aluminum plant will cover 1,100 acres, has already been replanned from 60,000 tons to 180,000 tons yearly capacity.

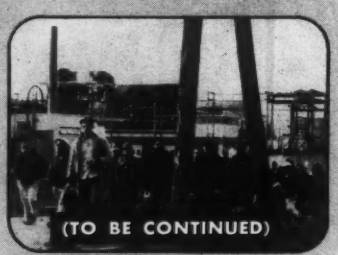
This new plant *plus* accompanying power plants, coal mines, and aluminum rolling mills will require more than 4,000 *new* employees . . . and attract *many* other "satellite industries."



Established Industry is Expanding!—Weirton Steel Div. of National Steel Corp. has embarked on a vast expansion program, creating steady jobs for 13,500 employees.

Weirton will have the world's speediest cold reducing tandem mill, largest reheating furnaces, widest slab yard, largest open hearth furnaces in the industry!

Wheeling is meeting the challenge —with such new civic improvements as this beautiful Ohio River bridge and expressway entry to the heart of the city . . .



Increasing employment and swelling payrolls mean more spendable funds—for products advertised on WTRF-TV, the *dominant* television station in the Wheeling market . . .

"a station worth watching"

Wheeling 7, West Virginia

NBC

316,000 watts

Equipped for network color

For availabilities and complete coverage information —call Bob Ferguson, V. Pres. and Gen. Mgr., or Needham Smith, Sales Mgr.—Wheeling Exchange — CEdar 2-7777 — or any George P. Hollingbery Co. Representative.

reaching a market that's reaching new importance!

TERRE HAUTE

is Indiana's 2nd largest TV Market!

CBS, NBC, and ABC
Television Networks

251,970
TV HOMES IN THE
WTHI-TV VIEWING AREA

NCS NO. 2 STUDY

TERRE HAUTE, INDIANA

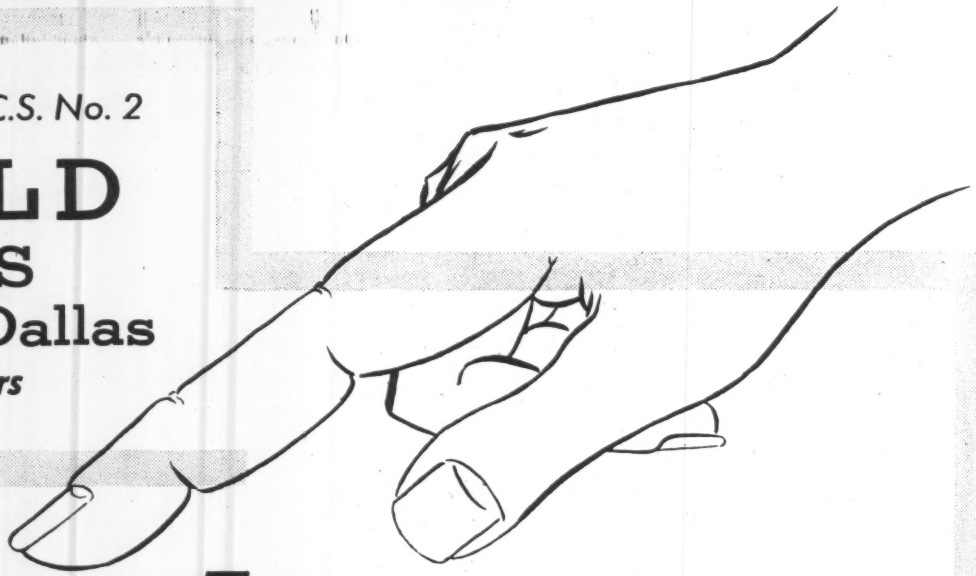
BOLLING CO., NEW YORK CHICAGO,
LOS ANGELES, SAN FRANCISCO, BOSTON

T.M.—CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers



More Listeners
More Coverage

than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts — full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

More Listeners
More Coverage
Less Cost per 1,000
COMBINED MAKE
KRLD
the biggest buy
in the biggest market
in the biggest state

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit.

DELAYED DECISIONS • Never in recent history of television have there been so many advertisers who, although they've bought time, have waited so long to select their show entries for fall. Slow starters to date include Max Factor, Chesterfields, Speidel, Sunbeam, Marlboros, Pepsi-Cola and Campbell Soup, among others.

B•T

ONE reason advanced for unprecedented tardiness in fall show selections is growing interdepartmental struggle at many agencies between media and programming. With increasing difficulty in time clearance, media department has come into new eminence, challenging programming for final authority on show decisions. Another reason for delay is natural hesitation resulting from spectacular number of show casualties among last season's contenders. More than 30 programs have failed to make return trip to the air for next season.

B•T

WDAF SALE NEAR? • Harold F. Gross, president of WJIM-AM-TV Lansing, Mich., reportedly will return to U. S. today (Monday), cutting short European vacation, to enter conferences regarding possible purchase of *Kansas City Star* stations, WDAF-AM-TV. Lawyers representing Mr. Gross reportedly were in Kansas City last week, talking deal in $10 million class. Since report first circulated that WDAF-AM-TV might be sold [B•T, April 8], several prospective buyers have looked at properties, but Mr. Gross is said to be first to reach contract drafting stage.

B•T

RKO Television this week plans to unveil new national sales pattern for tv film. Its formula: work with agencies before pilot film is shot. Agency would aid in property's creation, including advice on casting and scripts. Market research, exploitation and merchandising would be worked out for client before sale. Plans are to be geared for spring 1958 buying season. RKO Tv wants to become service operation for advertiser rather than producer of pilots, which in addition to being expensive, may never be sold.

B•T

WINCHELL'S WORK • What's really behind investigation of rating services by Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee? Sen. Magnuson has refused to specify reasons for his sending detailed questionnaires to all broadcast audience research firms [B•T, April 1 *et seq.*], but it can now be said authoritatively that he was urged to look into field by Walter Winchell. Mr. Winchell has been crusading against ratings in his syndicated column ever since his NBC-TV show was cancelled after few performances early this season.

FEELING that newspaper columnists (and readers) fail to understand and unwittingly tend to distort "top tens" in radio-tv ratings has led at least one rating service, Pulse Inc., to consider discontinuing practice of issuing such reports to newsmen generally. Like many advertisers, agencies, performers and broadcasters, Pulse thinks that publication in consumer press of "top tens" or any other number with arbitrary cutoff point does injustice to programs which may be only meaningless fraction below select group.

B•T

BULL MARKET • Gvrations in stocks identified with subscription tv mav be examined bv Senate Investigating Subcommittee headed by Sen. Henry M. Jackson (D-Wash.). Stock values of Zenith and Skiatron have jumped since word got around that FCC would approve tests of toll tv. In first two months of this year Zenith stock ranged from 92-98. It closed last Thursday at 114½. Skiatron, in 3⅛-3⅞ range early in year, closed last Thursday at 5⅞.

B•T

JACKSON Subcommittee, which to date has held public hearings on purported Civil Aeronautics Board leak last year, also proposes to study FCC, FTC, ICC and other quasi-judicial agencies. Subscription tv aspect presumably is to determine whether there were leaks which resulted in "manipulation of stocks based on predictions of favorable action."

B•T

PRICE RISE • Westinghouse Broadcasting Co.'s $4.4 million purchase of ch. 13 WAAM (TV) Baltimore [B•T, May 13] may turn out to be more than that by time application is filed, FCC approves and deal is consummated. Since purchase (to be paid in Westinghouse Electric Co. stock) was announced May 6, stock has risen 2⅝ points. WBC-WAAM deal is reminiscent of 1954 transaction whereby Westinghouse bought ch. 5 KPIX (TV) San Francisco for both Westinghouse stock and cash, totaling $6 million. By time purchase was approved by FCC, appreciation in Westinghouse stock made deal worth $7.5 million.

B•T

FCC is cracking down on tv construction permit holders who have dragged their feet, some for years. Almost 40 uhf grantees are due to be considered for deletion in next week or two. Last year FCC requested 80-odd cp holders to explain reasons for delays in building. About half of them showed evidence of having taken some steps, many of these having operated against vhf competition for periods ranging from months to years before going dark and reverting to cp status.

B•T

ROADBLOCK BUSTER • It's believed means will be found to allay fears of some manufacturers that their participation in Television Allocations Study Organization might involve antitrust risks (story page 9). FCC and industry representatives are said to have developed method of resolving antitrust question, consistent with Dept. of Justice views.

B•T

NATIONAL Assn. of Insurance Agents, New York, has postponed start of its first-time radio-tv use from May to next fall, probably November. Advertising budget target for NAIA is $2 million, about half to go into broadcast media, other half in magazines. If $2 million is obtained (32,000 independent insurance agents throughout country are being asked to contribute from $50 to $3,000 depending on their size) $400,000-800,000 would go into network tv, $70,000-80,000 in network radio and remainder into tv spot (one-minute film commercials). Doremus & Co., New York, is agency.

B•T

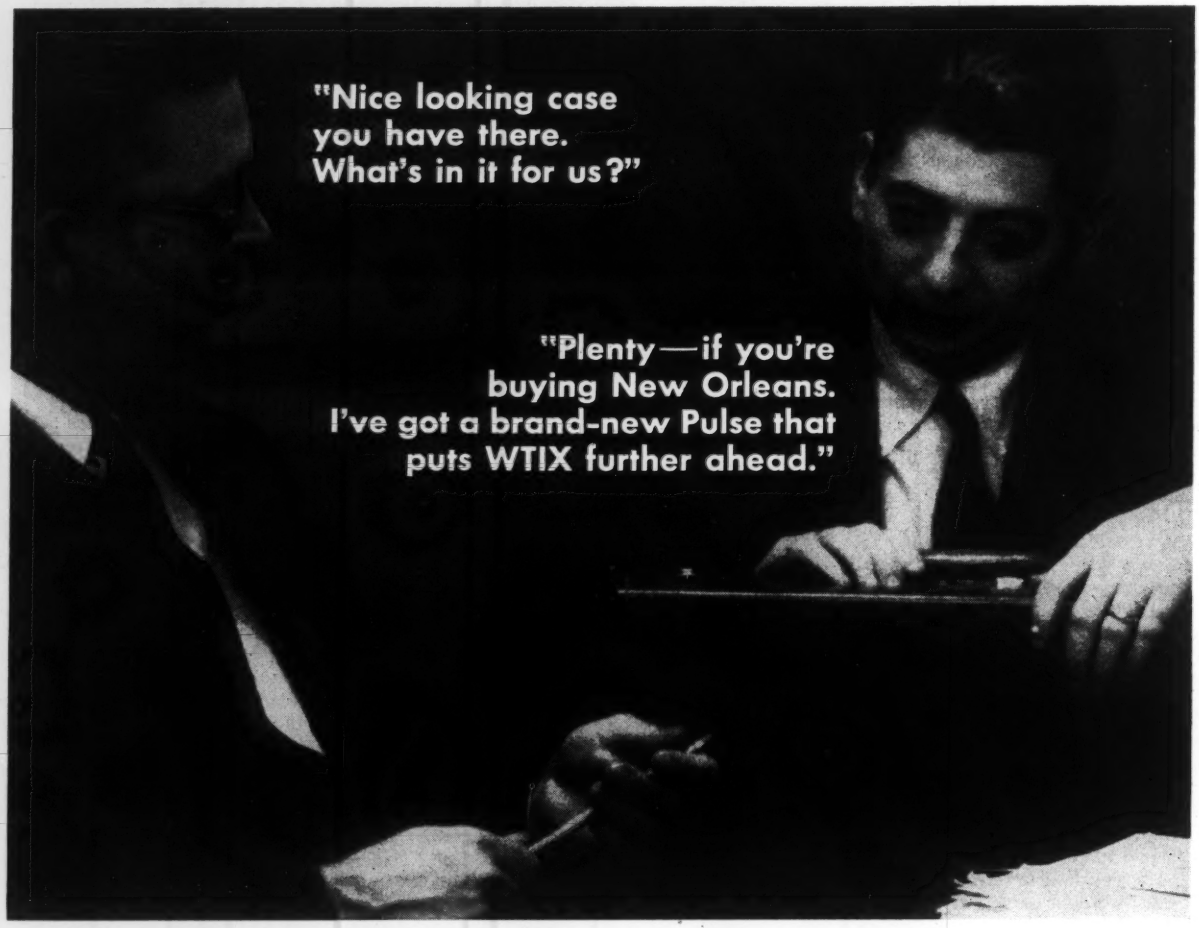
MEMBERS ONLY • Formation of "The Broadcasters Club" in Washington by broadcasters and others professionally identified with field is underway, with organizing committee busily at work. Limited membership would include those identified with profession in Washington, along with non-resident members. Headquarters will be in Colony Building, 1737 DeSales Street, with food under management of Colony Restaurant.

B•T

ORGANIZING committee includes Leonard H. Marks, chairman; Harold E. Fellows, Earl H. Gammons, Ralph W. Hardy, Thad H. Brown Jr., James D. Secrest, Robert K. Richards, George O. Sutton, Ben Strouse, John S. Hayes, Carleton D. Smith, Fred S. Houwink, Neville Miller, James W. Seiler, Joseph E. Baudino, Theodore Koop, James W. Blackburn and Everett L. Dillard.

B•T

CONTEST OVER CONTEST • Serious pitch is being made by Junior Chamber of Commerce to lure Voice of Democracy contest away from NARTB and Radio-Electronics-Tv Mfrs. Assn., other two cosponsors since contest began. Jaycees have made similar gestures in past years, contending local work of their chapters is most important of contest operation. Ten-year-old competition is generally considered one of most effective promotions in American industry. If split with Jaycees develops, one suggested alternative is to let state broadcaster associations run local VOD eliminations.


"Nice looking case you have there. What's in it for us?"
"Plenty—if you're buying New Orleans. I've got a brand-new Pulse that puts WTIX further ahead."

The very latest Pulse* shows WTIX with an even bigger lead over the next station in 11-station New Orleans—first in the morning (19.0%), first in the afternoon (19.0%) and first all day. Hooper continues to give WTIX top audience share in every time period, with a first place 20.3% all-day average.

Storz Station programming ideas and excitement have created a new New Orleans listening habit, which in turn is producing a new New Orleans time-buying habit. Next time the Young man calls, make him tell you the WTIX story. Better still, give him a call—or talk to WTIX General Manager Fred Berthelson.

** 7 a.m.-6 p.m., Mon.-Fri.*

WTIX
New Orleans

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

WDGY	WHB	WQAM	KOWH	WTIX
Minneapolis-St. Paul	Kansas City	Miami	Omaha	New Orleans

Represented by John Blair & Co. | *Represented by Adam Young Inc.*

THE WEEK IN BRIEF

ADVERTISERS & AGENCIES

Ads That Rap Competitors—Two actions last week could alter tv commercial strategy involving slams at rival products, which though unnamed are obvious. FTC slaps complaint on Rolaids; Schick sues Remington-Rand. Page **31.**

Whacky Radio Spots—That's the way Stan Freberg does Zee paper towel commercials, a formula that has won the affection of Crown Zellerbach. Page **34.**

What Timebuyers Want—BBDO's Frank Silvernail tells Pennsylvania station managers mere "numbers" aren't enough. State group hears advertiser and station views on operations. Page **52.**

Tv's Most Artistic Offerings—Commercials for Ford and Lincoln are rated the best in television by the nation's foremost art directors. Seven others earn tv certificates of merit. Page **114.**

FILM

Happier Days at Guild Films—President Kaufman erases memories of last year's lean profits, reporting sales for first six months of this fiscal year come to $10 million, possibility of $20 million for 12 months. Page **42.**

A Leaning to The Law—ARB reports on the 10 leading syndicated films in 10 major markets during April. In six of the cities Ziv's *Highway Patrol* led; in two others, MCA-TV's *State Trooper* was first. Page **46.**

SUBSCRIPTION TV

That Toll-Tv Test—Four FCC commissioners huddle with Chairman Harris of House Commerce Committee on pay tv's future. Result appears to be hearing on some fundamental questions and perhaps another session with Congressional leaders before further action on subscription tv test. Page **62.**

Hollywood—a Pay-Tv Patsy?—No, say New York investment advisors who claim Hollywood producers have nothing to lose if subscription tv succeeds, that commercial tv networks will be principal victims. Page **40.**

IN THE COURTS

RCA-NBC's Antitrust Suit—Government antitrust suit against RCA-NBC involving radio-tv swap with Westinghouse begins June 28 in Philadelphia. Main issue may be whether Justice can set aside FCC grant. Motions argument hears requests of RCA-NBC for information from government, with Judge Kirkpatrick taking under advisement RCA-NBC demand for minutes of 1956 Philadelphia Grand Jury. Page **66.**

STATIONS

DuMont Wants The Limit—Stockholders back DuMont Broadcasting's moves to build up its radio-tv station ownership to FCC limits, approving $7.5 million record purchase of WNEW New York and paving way for acquisition of KTLA (TV) Los Angeles. Page **74.**

Ad Gains to Continue—President McGannon tells Westinghouse group that radio-tv's share of national budgets will expand. Sees economic progress. Page **74.**

Radio on the Fire Front—New England stations chalk up more records in public service broadcasts as forest fires ravage the area. Page **80.**

NETWORKS

NBC Offers to 'Prove' Radio—Confident that ratings don't show radio's true sales impact, network sets up fund to underwrite sales-effectiveness studies for qualified advertisers. Page **58.**

MANUFACTURING

Business Barometer in Electronics—New York investment counselors say RCA lost $6.9 million in color tv last year, analyze other manufacturers. Page **70.**

Manufacturers' Future Bright—Delegates at RETMA Chicago convention see busy era ahead as automation, military, color tv and portable radio-tv demands keep growing. Page **48.**

INTERNATIONAL

RFE Blameless in Revolt—Radio Free Europe gets vote of confidence from governments of 15 European nations, is absolved of any "guilt" in last October's Hungarian uprising. Council calls for an end to U. S. direction of RFE, seeks European participation in financial support. Page **87.**

OPINION

Spread Your Chips in Tv—Don't bet your roll on one big television show, counsels Hank Fownes. The MacManus, John & Adams executive—in B•T's MONDAY MEMO—contends that smaller individual expenditures, with more frequency, generally gain better sponsor identification. Page **121.**

Television's Better-Balanced Diet—Viewers next fall will have a practically-new menu of tv fare. AB-PT President Leonard Goldenson tells how networks drew on experience and know-how gained through the years to prepare this best-balanced schedule. Page **116.**

DEPARTMENTS

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in Kansas City

if you want to sell the rock-n-rollers, there's a place to go...

but if you want to sell the whole family it's KCMO radio

Basic CBS—50,000 W.
Joe Hartenbower, Gen. Mgr.
R. W. Evans, Commercial Mgr.

KCMO...One of Meredith's Big 4...All-Family Stations.

KCMO-Radio	Kansas City	810 CBS
WHEN-Radio	Syracuse	620 CBS
KPHO-Radio	Phoenix	910 ABC
WOW-Radio	Omaha	590 CBS

ANOTHER M MEREDITH STATION

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

Ford's CBS Radio Saturation May Alter Competitors' Strategy

CBS Radio and J. Walter Thompson Co. may have opened autoland to network radio for saturation-type buys on Ford Division pattern [B•T, May 13]—particularly if precedent-making Ford purchase clears stations. Manufacturers and their agencies said to be riveting attention on Ford situation (auto radio potentiality and "spread" permitted on CBS Radio). Once CBS Radio and Ford's JWT come up with substantial clearance, it's believed "open season" for radio salesmen will be on in Detroit. Mutual already has made pitch to Chevrolet, via Campbell-Ewald. In addition, these automakers are expected to be approached (even though some—Chevrolet included—already are in network radio): Pontiac and Buick, both of General Motors; Plymouth and Dodge of Chrysler Corp.; Mercury and Edsel of Ford Motor; Rambler of American Motors, and Studebaker of Studebaker-Packard. Import could be reversal from radio spot saturation to network radio spread along Ford-CBS lines, or if radio sellers can swing it, emphasis on both network and spot.

TASO Warned Its Procedures Could Invoke Antitrust Action

JUSTICE DEPT. has told Television Allocations Study Organization, through FCC, that if participating companies want to stay out of antitrust trouble procedures better be revised. Key change, it is understood, would give FCC observers on committees and panels voice in warning when committee or panel members get too close to subjects where conspiracy might be alleged. TASO board meets on matter May 23.

Antitrust-sensitive TASO members raised question almost from first meeting, succeeded in persuading FCC Chairman McConnaughey to ask Justice Dept. for guidance. Justice cited 1950 directive to government agencies, essence of which implied joint industry-government groups are better than all-industry groups.

TASO Executive Director George R. Town said Friday he was sure matter could be worked out without changing nature of work or causing any change in membership.

MGM-TV Rings Up $2 Million

MORE than $2 million in two pacts for seven-year lease of MGM feature film package by MGM-TV Div. of Loew's Inc. reported Friday. Included were deals with Westinghouse Broadcasting Co. on behalf of WAAM (TV) Baltimore for approximately $1 million (pending FCC approval of WBC's purchase of station) and full library lease to WNYT (TV) Buffalo for over $1 million.

Taylor-Reed First Weaver Client, Takes 'Ding Dong' in 13 Markets

FIRST sale of Sylvester L. (Pat) Weaver Jr.'s Program Service, new major-market tv network, announced by Mr. Weaver today (Monday). Representing gross billings estimated at $250,000, it's to Taylor-Reed Corp. (food products), Glenbrook, Conn., for half-hour *Ding Dong School* three times weekly for 52 weeks on live network of eight cities starting July 1 and 13 cities starting in October.

Program will be carried 10-10:30 a.m. EDT, Monday through Friday. With Taylor-Reed contract understood to encompass three days per week, two remain available for other advertisers. Agency is Hicks & Greist, New York.

Ding Dong School, which was NBC-TV morning feature during Mr. Weaver's tenure as head of that network, will originate live in New York, reportedly at WPIX (TV). No stations were identified by Mr. Weaver, but announcement said cities involved, starting July 1, are New York, Chicago, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati and St. Louis. To be added in October: Hartford-New Haven, Indianapolis, Milwaukee, Minneapolis and Detroit. Negotiations for specific outlets in these cities are still in progress.

FCC Meddling in Programs Unconstitutional, Says Craven

FCC not only has no right to jeopardize station licenses for program proposed to be broadcast, but it is trampling on First Amendment when it renews license because station promises not to broadcast certain type of program, Comr. T. A. M. Craven said in concurring statement on WWBZ Vineland, N. J., renewal earlier in week (see page 64). He said Free Press guarantee prohibits FCC's exercising previous restraint or imposing will through processing procedures.

A GOOD TRIP EAST

PRODUCER Hal Roach Jr., in New York last week, reported to be returning to Hollywood with $10 million gross billing in renewals and sales. Mr. Roach's studio got renewal for three current network shows—ABC-TV's *Telephone Time* (American Telephone & Telegraph Co.), *Oh Suzanna* (Nestle and Helene Curtis), and *Blondie* (Nestle and Toni Div. of Gillette Co.). It also signed distribution contract with NBC's California National Productions for *Charlie Farrell Show,* and is understood to have made sale with a leading advertiser for another show.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business: for earlier news, see ADVERTISERS & AGENCIES, page 31.

HUNT ENDS • Pall Mall, through Sullivan, Stauffer, Colwell & Bayles, N. Y., Friday purchased MCA-TV's *Manhunt* mystery series as replacement for *Big Story* on NBC-TV next fall, Fri., 9-9:30 p.m.

MAKES MARK • A. C. Sparkplug, through D. P. Brother, Detroit, late Friday signed for ABC-TV's new *Zorro* series, beginning in fall.

NEWPORT NEWS • P. Lorillard Co.'s newest cigarette—Newport, filter-menthol brand—will be expanding its initial campaign in New York to Chicago, Los Angeles and San Francisco starting June 7. Radio and tv spots are used. Young & Rubicam, N. Y., is agency.

EXPANSION PLANS • E. & J. Gallo Winery, Modesto, Calif., understood to be enlarging tv expenditures both on east and west coasts. Already signing in Texas and California markets for new syndicated film properties such as *Adventures of Martin Kane,* Gallo also intends to expand New York State and New England tv budget. Gallo agency is Doyle Dane Bernbach, N.Y.

QUICK ACTION • Warner-Lambert, N. Y., for Quick home permanent, placing television spot announcements in about 50 major markets, starting May 27 for 20 weeks. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

LOTS OF SPOTS • Armour & Co. (Clover Bloom margarine), Chicago, through N. W. Ayer & Son, N. Y., buying radio saturation spot announcement campaign using as many as 40 spots per day for one-week campaign in southern markets.

Pabst Splurges on NBC Radio

IN WHAT NBC described as biggest saturation buy any beer company has made in network radio in five years, Pabst Brewing Co. signed Friday for 13 weeks of "Imagery Transfer" participations on NBC Radio's *Monitor,* weekend service, and *Nightline* (Tues., Wed., Thurs., 8:30-10 p.m.). Contract, effective June 4, said to represent approximately $250,000 net billing to NBC. Pabst will use 30-second and one-minute announcements which, in line with "Imagery Transfer" concept, play up key points of themes already developed in other Pabst advertising. Contract placed through Leo Burnett Co., Chicago.

at deadline

KNTV (TV) Claims Film Squeeze, Sues 2 Rivals, 23 Distributors

SUIT for $500,000 has been filed in California Superior Court by ch. 11 KNTV (TV) San Jose, Calif., against KRON-TV and KPIX (TV) San Francisco and 23 film distributors and associated companies including NBC and CBS subsidiaries. KNTV charged it can't buy film because KRON-TV and KPIX have sewed up film contracts for exclusive use within 60-mile radius of San Francisco, 40 miles north of San Jose.

Independent KNTV, owned by A. T. Gilliland, charged it cannot buy films because of restrictive practices by two San Francisco stations. In addition KNTV alleged both San Francisco outlets also are buying films with first through fourth run rights, and in some cases are building two-year stockpile. It alleged KRON-TV and KPIX, owned by *San Francisco Chronicle* and Westinghouse Broadcasting Co. respectively, do not put city grade signal into San Jose-Santa Clara area. It asked for double $250,000 damages as provided in California's Business & Professions Code and for court to enjoin San Francisco stations and film distributors from refusing to sell films to KNTV.

Also named in suit were: Cinema-Vue Corp., National Telefilm Assoc., Atlantic Tv Corp., Cheryl T-V Corp., Greatest Fights Inc., M. C. Pictures, Medallion Products, Studio Films, California National Productions (owned by NBC), Quality Films, Associated Artists Productions, CBS Tv Film Sales, General Teleradio, Television Programs of America, Masterpiece Productions, Tv Films, C&C Tv Corp., George Bagnall & Assoc., John A. Ettlinger Assoc. (western representative for several film distributors), Loew's Inc., United Artists Corp., Music Corp. of America and Screen Gems. Complaint also names additional unidentified corporations and John Doe persons.

Similar complaint was filed with FCC in March 1956 by ch. 9 WMUR-TV Manchester, N. H., claiming Boston tv outlets had secured exclusive film showing rights encompassing Manchester, 75 miles north of Boston. That complaint still pends FCC action.

Pa. Broadcasters Elect Morgan

ROY MORGAN, WILK-AM-TV Wilkes-Barre, elected president of Pennsylvania Assn. of Broadcasters at Bedford Springs meeting Friday (early story page 52). He succeeds Thomas B. Price, WBVP Beaver Falls. Other officers elected: George Koehler, WFIL Philadelphia, first vice president; Cecil Woodland, WEJL Scranton, second vice president; Milton Bergstein, WMAJ State College, secretary. Tom Metzger, WMRF Lewistown, continues as treasurer.

Dividend Participation Plan Set for Three NBC-TV Shows

ADVERTISERS on NBC-TV's *Today, Home* and *Tonight* programs will be able to secure additional advertising exposure without extra cost when two new dividend participation plans go into effect June 1, it was announced Friday by William R. Goodheart Jr., vice president, television network sales, NBC. New plans will replace current discount schedule applicable to three programs and are as follows:

Plan I—Effective June 1 through Sept. 6, advertisers will receive dividend participations when buying six or more paid participations. Rate at which these dividends will be earned will increase as number of paid participations increases. Maximum rate of one dividend participation for every two paid participations will be reached when 20 or more paid participations are ordered. For example, an advertiser purchasing 20 participations will earn 10 dividend participations at no extra cost.

Plan II—Effective Sept. 9 through May 30, 1958, advertisers will receive dividend participations when buying 12 or more paid participations. Under this plan, rate at which dividend participations are earned also will increase as number of paid participations increases. Maximum rate of one dividend participation for every three paid participations will be reached when 30 or more paid participations are ordered. For example, an advertiser purchasing 30 participations will earn 10 dividend participations at no extra cost.

WIRL-TV Given Setback In Fight to Keep Ch. 8

WIRL-TV Peoria, Ill., Friday lost another round in its efforts to retain ch. 8, granted last summer on conditional basis. FCC had prohibited start of construction until completion of then-pending rulemaking proceedings to make Peoria all uhf.

Friday's action denied WIRL-TV petition for removal of no construction provision and assigned station ch. 25, in lieu of ch. 8. Commission previously shifted ch. 8 to Rock Island-Moline, Ill.-Davenport, Iowa, area [B•T, March 4]. Acceptance by WIRL-TV of "instant grant [ch. 25] shall be deemed to constitute surrender by grantee of all asserted rights with respect to ch. 8." Commission said.

Disney Gross Up $2.8 Million

CONTRACTS for production of $9.5 million in tv film shows for use on ABC-TV during 1957-58 season signed by Walt Disney Productions, Roy O. Disney, president, said in report to stockholders for 26 weeks ended March 30. He said package includes 26 new 60-minute *Disneyland* programs; 130 half-hour *Mickey Mouse Club* shows and 39 episodes of new *Zorro* series. Gross for 26-week period was $16,457,933, up from $13,621,369 in same 1956 period. Net was $1,532,391 compared to $1,418,850 year ago.

PEOPLE

SHERWOOD DODGE, national marketing director, Foote, Cone & Belding, to Fletcher D. Richards Inc. June 1 as executive vice president and director.

CHARLES C. WOODARD JR., CBS-TV assistant general attorney in charge of talent, program and facilities contracts, named administrative assistant to Donald H. McGannon, president of Westinghouse Broadcasting Co. [CLOSED CIRCUIT, May 13].

RICHARD E. FISHER, director of community affairs for American Airlines, to Lennen & Newell, N. Y., as associate director of merchandising responsible for activity on American Airlines account.

HENRY A. GILLESPIE, midwest sales manager of Screen Gems, named manager of Chicago office of CBS Television Film Sales.

WESTBROOK VAN VOORHIES, formerly narrator for *March of Time,* joins Mutual's newscasting staff in New York June 2.

Balaban $650,000 Buy Among Six Sales Announced

H. & E. BALABAN Corp. has bought L. A. Benson stations WIL St. Louis and WWIL Fort Lauderdale, Fla., for $650,000—$450,000 in cash and $200,000 in four-year note. WIL is 5 kw on 1340 kc, WWIL is 1 kw on 1580 kc. If approved by FCC, acquisition will give Balaban group fourth radio outlet; it already owns WRIT Milwaukee and 25% of KFBI Kansas City. Balaban also owns 50% of WTVO (TV) Rockford and of WICS (TV) Springfield, both Illinois, and 100% of WBMG (TV) Birmingham, Ala. Sale handled by Hugh Norman & Assoc., Davenport, Iowa.

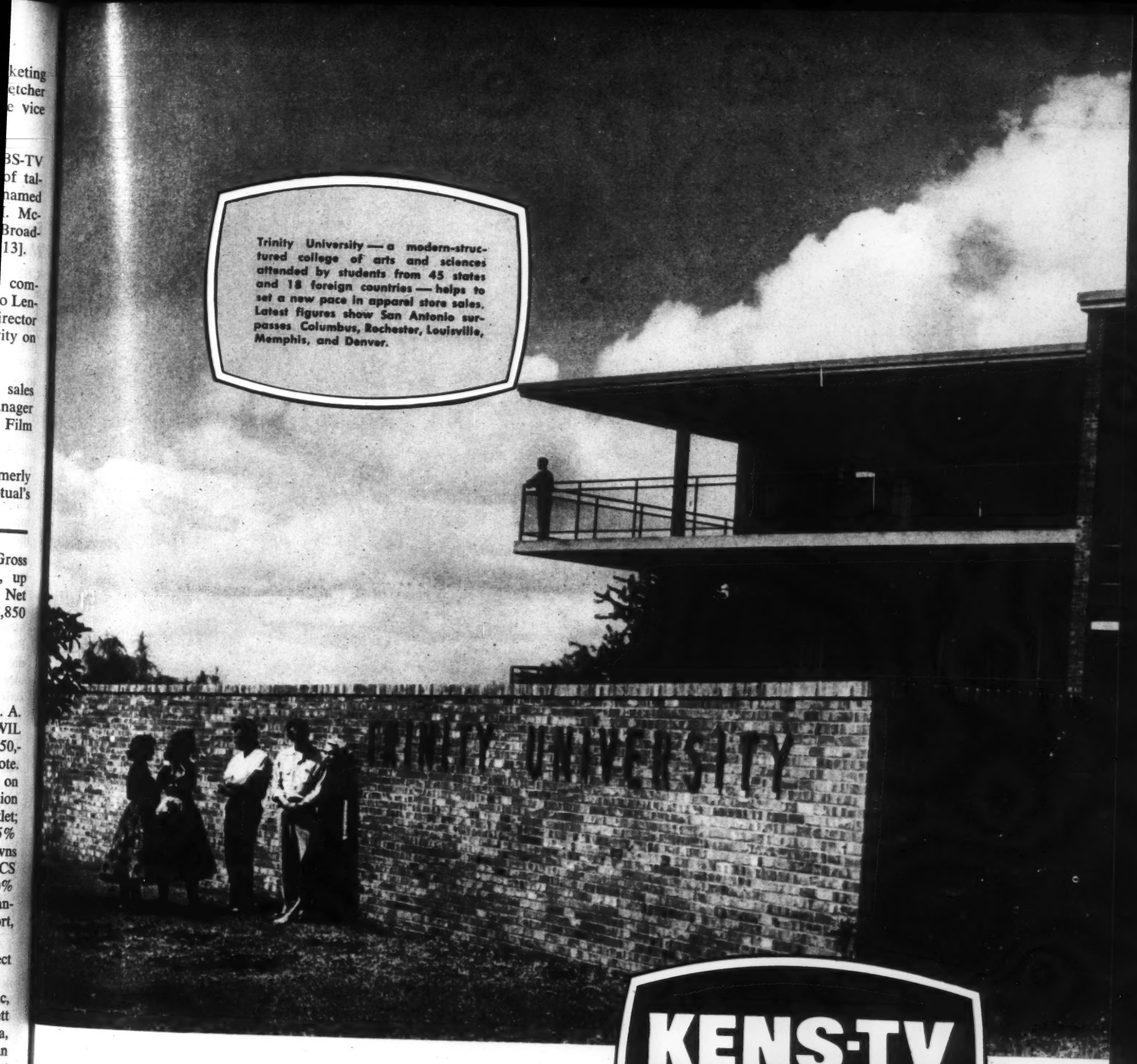
Other sales announced Friday, all subject to FCC approval:

• KFXD Nampa, Idaho (5 kw on 580 kc, MBS), from Frank E. Hurt & Son to Everett Wenrick, owner of KBOE Oscaloosa, Iowa, for $275,000. Handled by Hugh Norman & Assoc., Davenport, Iowa.

• KJAY Topeka, Kan. (5 kw day, 1 kw night, on 1440 kc), from Robert Rohrs and associates to Kansas City group including Ed Schulz and Dale S. Helmers (KMBC Kansas City account executives) for $150,000. Handled by Allen Kander & Co.

• WOOO Deland, Fla. (1 kw day on 1310 kc), from William Martin and B. F. J. Timm to Herbert A. Saxe, New Haven; Oscar Silverman, Waterbury, Conn., and Wally King, WATR Waterbury program director, for $76,000. Handled by Blackburn & Co.

•WNTM Vero Beach, Fla. (1 kw daytime on 1370 kc), from Mrs. Naomi T. Murrell (owner WKIS Orlando, Fla.) to Frank Spiers, Atlanta, Ga., businessman. Handled by Hamilton, Stubblefield, Twining & Assoc.


Trinity University — a modern-structured college of arts and sciences attended by students from 45 states and 18 foreign countries — helps to set a new pace in apparel store sales. Latest figures show San Antonio surpasses Columbus, Rochester, Louisville, Memphis, and Denver.

KENS-TV

EXPRESS-NEWS STATION

5

IN EACH TELEVISION MARKET
THERE IS **ONLY ONE LEADER.***
IN SAN ANTONIO, IT'S **KENS-TV**

CBS

SAN ANTONIO, TEXAS

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

*See the latest — ARB, PULSE, RORABAUGH

ZIV SHOWS RATE GREAT

TIME AFTE

Meet James W. Seiler (above), Director of the American Research Bureau and eminent authority on TV program ratings. He is seen here as he selects a Midwest market for special review . . . one of the hundreds of markets in which ZIV shows consistently rate high.

In the photo at the left, ARB Tabulation Director, Kenneth F. Aurich, is supervising distribution of ARB's national diaries. In these diaries TV viewers record the facts behind the ARB ratings we list on these pages.

NOW READY TO MAKE RATING HISTORY!

ZIV's *NEW, ALL-NEW* MYSTERY-ADVENTURE SERIES!

"The NEW Adventures of Martin Kane"

starring Academy Award Winner

WILLIAM GARGAN

Get Martin Kane in your market and you get TV's most firmly established mystery-adventure hero. Wire or phone immediately for a look at a truly gripping audition and a comprehensive sales plan.

RTIME IN CITY AFTER CITY!

"Men of Annapolis"

Starring the U. S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD TALENT!

IN CHARLESTON, W. VA.

33.0

BEATS: I Love Lucy, Dragnet, Playhouse 90, What's My Line and many others. ARB, Mar. 1957.

IN NORFOLK

33.2

BEATS: Groucho Marx, Bob Hope, Perry Como, Dragnet, and many others. ARB, Mar. 1957.

IN COLUMBIA, S. C.

32.2

BEATS: Ed Sullivan, I Love Lucy, $64,000 Question, Playhouse 90 and many others. ARB, Mar. '57.

IN BALTIMORE

25.1

BEATS: Dragnet, Phil Silvers, George Gobel, Sid Caesar and many others. ARB, Mar. '57.

"Highway Patrol"

starring BRODERICK CRAWFORD

IN ROCHESTER

40.2

BEATS: I Love Lucy, $64,000 Question, Groucho Marx, Playhouse 90 and many others. ARB, Feb. '57.

IN SEATTLE-TACOMA

37.6

BEATS: Ed Sullivan, I Love Lucy, $64,000 Question, Groucho Marx and many others. ARB, Feb. '57.

IN SAN FRANCISCO

31.2

BEATS: Playhouse 90, Dragnet, Arthur Godfrey, Phil Silvers and many others. ARB, Jan. '57.

IN CEDAR RAPIDS-WATERLOO

56.5

BEATS: Ed Sullivan, I Love Lucy, $64,000 Question, Perry Como, and many others. ARB, Feb. '57.

"SCIENCE FICTION THEATRE"

IN PITTSBURGH

38.0

BEATS: Playhouse 90, Wyatt Earp, Arthur Godfrey, What's My Line and many others. ARB, Jan. '57.

IN SAN FRANCISCO

23.9

BEATS: Arthur Godfrey, Lux Video Theatre, Steve Allen, Sid Caesar and many others. ARB, Jan. '57.

IN PORTLAND

49.8

BEATS: Perry Como, Bob Hope, Playhouse 90, Disneyland and many others. ARB, Nov. '56.

IN SEATTLE-TACOMA

22.1

BEATS: Arthur Godfrey, Playhouse 90, Phil Silvers, Lux Video Theatre and many others. ARB, Jan. '57.

"DR. CHRISTIAN"

starring MACDONALD CAREY

IN BUFFALO

27.1

BEATS: Groucho Marx, Perry Como, Arthur Godfrey, Dragnet and many others. ARB, Feb. '57.

IN MOBILE

37.5

BEATS: Ed Sullivan, Groucho Marx, Jack Benny, Playhouse 90 and many others. ARB, Feb. '57.

IN LAS VEGAS

53.9

BEATS: $64,000 Question, Groucho Marx, Perry Como, Disneyland and many others. ARB, Dec. '56.

IN SAN ANTONIO

27.0

BEATS: George Gobel, Steve Allen, This Is Your Life, Danny Thomas and many others. PULSE, Nov. '56.

"The Man Called X"

starring BARRY SULLIVAN

IN BALTIMORE

30.7

BEATS: Ed Sullivan, Groucho Marx, Perry Como, Playhouse 90, and many others. ARB, Oct. '56.

IN JACKSON, MISS.

40.7

BEATS: Groucho Marx, Perry Como, Jack Benny, Climax and many others. PULSE, Dec. 1956.

IN BIRMINGHAM

35.8

BEATS: Groucho Marx, Dragnet, Climax, Jack Benny and many others. PULSE, Dec. '56

IN SAN ANTONIO

30.2

BEATS: Dragnet, Arthur Godfrey, Steve Allen, This Is Your Life, and many others. PULSE, Nov. '56.

"The CISCO KID"

starring DUNCAN RENALDO and LEO CARRILLO

IN BALTIMORE

25.4

BEATS: George Gobel, Lux Video Theatre, Sid Caesar, Ernie Ford, and many others. ARB, Feb. '57.

IN SACRAMENTO

25.2

BEATS: Arthur Godfrey, Playhouse 90, Phil Silvers, George Gobel and many others. ARB, Feb. '57.

IN COLUMBIA, S. C.

38.9

BEATS: Ed Sullivan, I Love Lucy, $64,000 Question, Jack Benny and many others. ARB, Mar. '57.

IN MOBILE

37.8

BEATS: Ed Sullivan, Groucho Marx, Lawrence Welk, Jack Benny and many others. ARB, Feb. '57.

Not just one survey, not just one month, but almost always! That's how often you find Ziv shows at the very top of the rating lists. So if you want the CONSISTENTLY BIG AUDIENCE of a CONSISTENTLY HIGH-RATED SHOW, join the big happy family of Ziv show sponsors.

FROM THE TOP NAME IN SYNDICATION . . . COME THE TOP SHOWS IN CONTINUING AUDIENCE SURVEYS!

ZIV Television

KRON is TV in SF

San Franciscans are sold on KRON-TV

OWL THEATRE
Mon-Wed 10:30 PM
Sun-Thurs 11 PM
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

DATE WITH THE ANGELS

THERE'S a wellworn path across many a living room rug where the tv viewer prefers to assert dial-twisting prerogative rather than suffer through a film show in which the producers insist on dubbing audience laughter. And this provocation is even greater when the ersatz reaction is not calibrated to the quality of the humor.

This proved to be the greatest drawback to *Date With the Angels*, which debuted May 12 on ABC-TV. Betty White, familiar to daytime tv viewers, stars in this series about a young couple in their first year of marriage. If the first show is a criterion, it tends too often to lapse into hackneyed lines and situations. Miss White handles her lines well, but often when a raised eye or puzzled expression should evoke a satisfactory chuckle, there is a disconcerting wave of audience roars.

This initial stanza concerned Miss White as Vickie Angel, and her aspiring insurance salesman husband. Their attendance at the party of a socially-prominent figure (despite the wife's fears that they may be out of their element) produces the expected sequence of embarrassments. The contrived remarks about Vickie's fur and the Angels' 1946 model car, combined wtih other social *faux pas*, managed to maintain the show's standard of mediocrity throughout.

The live commercials for the new Plymouth were well done. At least this portion was not marred by audience reaction.

Production costs: $35,000.
Sponsored by Plymouth Div. of the Chrysler Corp., through Grant Adv. Inc., on ABC-TV Fri., May 10, 10-10:30 p.m., EDT.
Regular Cast: Betty White as Vickie Angel; Bill Williams as Gus Angel.
Producer: Don Fedderson.
Executive Producer: Fred Henry.
Director: James V. Kern.
Head Writer: George Tibbal.

MR. BROADWAY

TELEVISION's current foray into the nostalgia of the twenties received a nice contribution from "Mr. Broadway," colorcast May 11 on NBC-TV.

Particular credit must go to Mickey Rooney, always under the handicap of a public remembrance of him as brash, young Andy Hardy or as Puck in "A Midsummer Night's Dream." In portraying the immortal George M. Cohan, however, the 36-year-old actor excelled in those sequences that reflected the more tragic events in the life of one of show business' greatest names.

In the fine supporting cast, the efforts of James Dunn, as the elder Mr. Cohan, and Eddie Foy Jr. were especially commendable.

The production and camera work were effective, permitting Mr. Rooney to step from one set to the next as he narrated different phases in the life of Cohan.

As could be expected, the 90 minutes were interspersed with Cohan song hits of yesteryear. Had everything else fallen flat, these numerous offerings alone could have salvaged the show.

One other high spot of the show was the performance of Peter Gennaro, who not only staged all the dances in the telecast, but did a stellar job in an "Indians and Trees" number with June Havoc.

Production costs: $250,000.
Sponsored by Swift & Co., through McCann-Erickson, and colorcast on NBC-TV Sat., May 11, 9-10:30 p.m., EDT.
Produced by Showcase Productions, Inc.
Executive Producer: Paul Feigay.
Authors: Samuel and Bella Spewack.
Director: Sidney Lumet.
Music Director: George Bassman.
Choreographer: Peter Gennaro.
Costume Designer, Noel Taylor; set designer, James Russell; music and lyrics, George M. Cohan; vocal director and arranger, Buster Davis; dance arrangements, Johnny Morris; unit manager, Frank Evanella; associate director, Marcia Kuyper; technical director, Jack Coffey.
Narrator: Garry Moore.
Featured in cast: Mickey Rooney, Gloria De Haven, James Dunn, Eddie Foy Jr., June Havoc, Roberta Sherwood and others.

BOOKS

LOOTVILLE by Benedict and Nancy Freedman; 320 pp.; $3.95; Henry Holt & Co., New York, N. Y.

LOOTVILLE, according to the hero of this latest "inside tv" novel, is a lizard pile crawling with creatures bearing such lofty titles as vice president in charge of radio-tv, account executive, continuity writers, etc. The object of their affection or the king-lizard is the eminently-popular tv comedian, Zane Cochrane. What happens when this lizard pile slowly decomposes is the basic plot of the Freedmans' story.

The hero is Pete ("love that Zoomar") Munger. As cameraman No. 1, Pete feels capable of "observing without participating" but he overestimates his immunity to the "loot." In fact, he spends three-quarters of the novel trying to justify his partiality to the green stuff. When he finally leaves the lizard pile, tail slightly bruised but still intact, the reader may wonder whether all this was worth wading through 320 well-written but tiresome pages. We will only say that here's another book in the tradition—"great" is not a word that is applicable here—of *The Hucksters, Pitchman, Tubie's Monument, The Great Man,* ad nauseum. Still, the authors are superbly equipped to write about Lootville; they live in it. Benedict Freedman is a former gag-writer for George Burns and the other funny men; both he and wife Nancy have made plenty of loot from their best-selling *Mrs. Mike*. Now *there* was a book!

FREQUENCY MODULATION RECEIVERS by J. D. Jones; 111 pp.; Philosophical Library, New York. $6.

WELL-TIMED to fit in with the resurgence of frequency modulation broadcasting, this slim volume concentrates entirely on fm reception by giving a stage-by-stage description of the principles and operations of fm receivers. It should be pointed out that this is not a book for the high-fidelity "bug"; instead, it is written with the professional engineer in mind.

VACATION TIME
IS
WFMJ RADIO TIME

In Youngstown, Ohio, radio is plenty good in the wintertime, but come summer . . . it is terrific!

Listeners enjoy good music, news and sports, and when summer comes, it's welcomed all the more. With more leisure time to listen to radio, and with the biggest percentage of people actually staying home for their vacation, it's just plain common sense to listen to WFMJ radio.

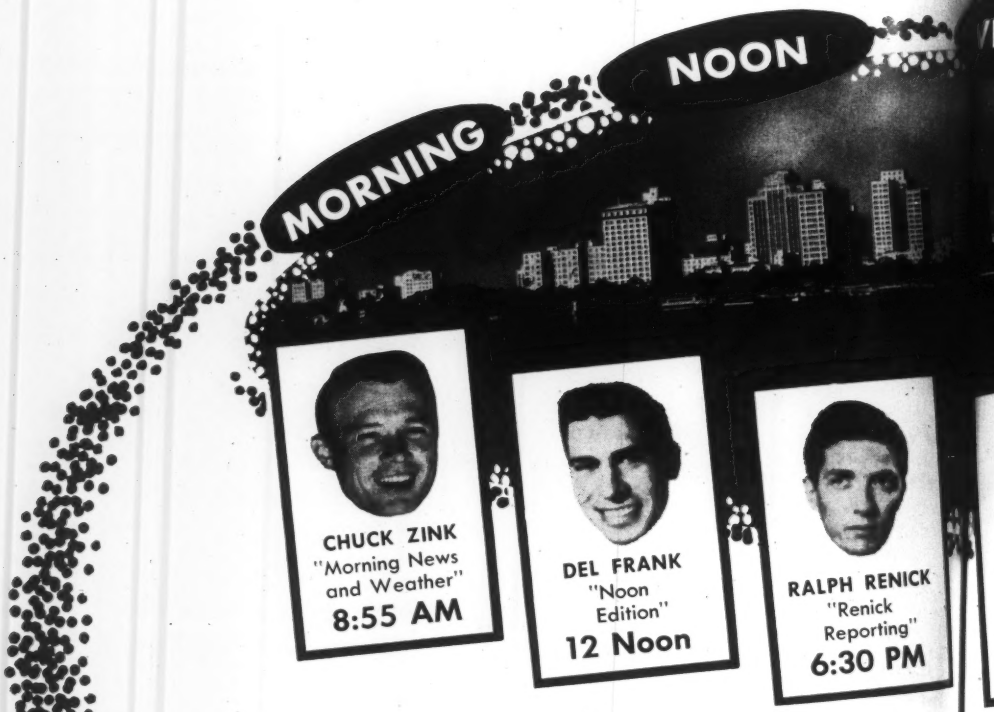
* * * *

So . . . Mr. Time-buyer, line up your Youngstown radio schedule for summer. WFMJ's low cost, together with its many thousands of loyal listeners, makes it your best radio buy in the BIG Youngstown market, 3rd in Ohio.

* * * *

Ask Headley-Reed or Call Mitch Stanley, station manager for availabilities and spot rates on Youngstown's BIG music and news station.

Youngstown's Good Neighbor Station



WTVJ's Local, Award-Winning News From South Florida

THROUGHOUT THE DAY... THROUGHOUT THE WEEK WTVJ's AWARD-WINNING NEWS PROGRAMS CONSISTENTLY OUT-RATE THE COMPETITIVE SHOWS... IN MANY CASES BY 4... 5 AND 6 TO 1

CBS TELEVISION NETWORK

Basic Affiliate

FLORIDA'S FIRST TELEVISION

*ARB March: WTVJ again captures 82.6% of ALL South

RTNDA "Gold Trophy Award For Outstanding TV News Operation in the Nation." 1952

RTNDA "Gold Trophy Award For Outstanding TV News Operation in the Nation." 1953

"HEADLINERS Award For Outstanding Local News". 1956

ws Shows Obtain Top Ratings* da Viewers

WTVJ TAKES GREAT PRIDE IN THE NATIONAL RECOGNITION RECEIVED BY ITS 22 MAN NEWS DEPARTMENT . . . AN INDICATION THAT THE STATION IS SERVING ITS COMMUNITY IN THE PUBLIC INTEREST

Represented Nationally by
Peters, Griffin, Woodward, Inc.

SION STATION . . .

WTVJ Channel 4 MIAMI

Southorida Television Quarter-hour Rating "FIRSTS"

Agency Executive Sold on Audit Bureau of Circulations

William C. Dekker
Vice President
McCann-Erickson, Inc.
New York City

"Our membership in the Audit Bureau of Circulations speaks for our belief and confidence in that organization. We are happy that Broadcasting • Telecasting elected to join the ranks".

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

CKLW'S Disc Jockeys are **The 3 Busiest "Traveling Salesmen" in the Detroit Area!**

TOBY DAVID
6:45-9:45 a.m.
Mon. thru Fri.
Music, time, weather, comedy! Everything to attract listeners and keep them listening at the wake-up hours.

BUD DAVIES
12:30-1 1:30-2
Mon. thru Fri.
Music in a pleasing manner for early afternoon listeners. Variety and guest interviews with celebrities.

EDDIE CHASE
3:30-4:45 6:15-7
Mon. thru Fri.
Late afternoon and dinner hour music for everyone. Good listening for "rolling home" motorists.

CKLW
800kc. MUTUAL
50,000 Watts - GUARDIAN BLDG., DETROIT
ADAM YOUNG, Inc. National Rep.
J. E. CAMPEAU President

Also CKLW-TV 325,000 Watts

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BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses; including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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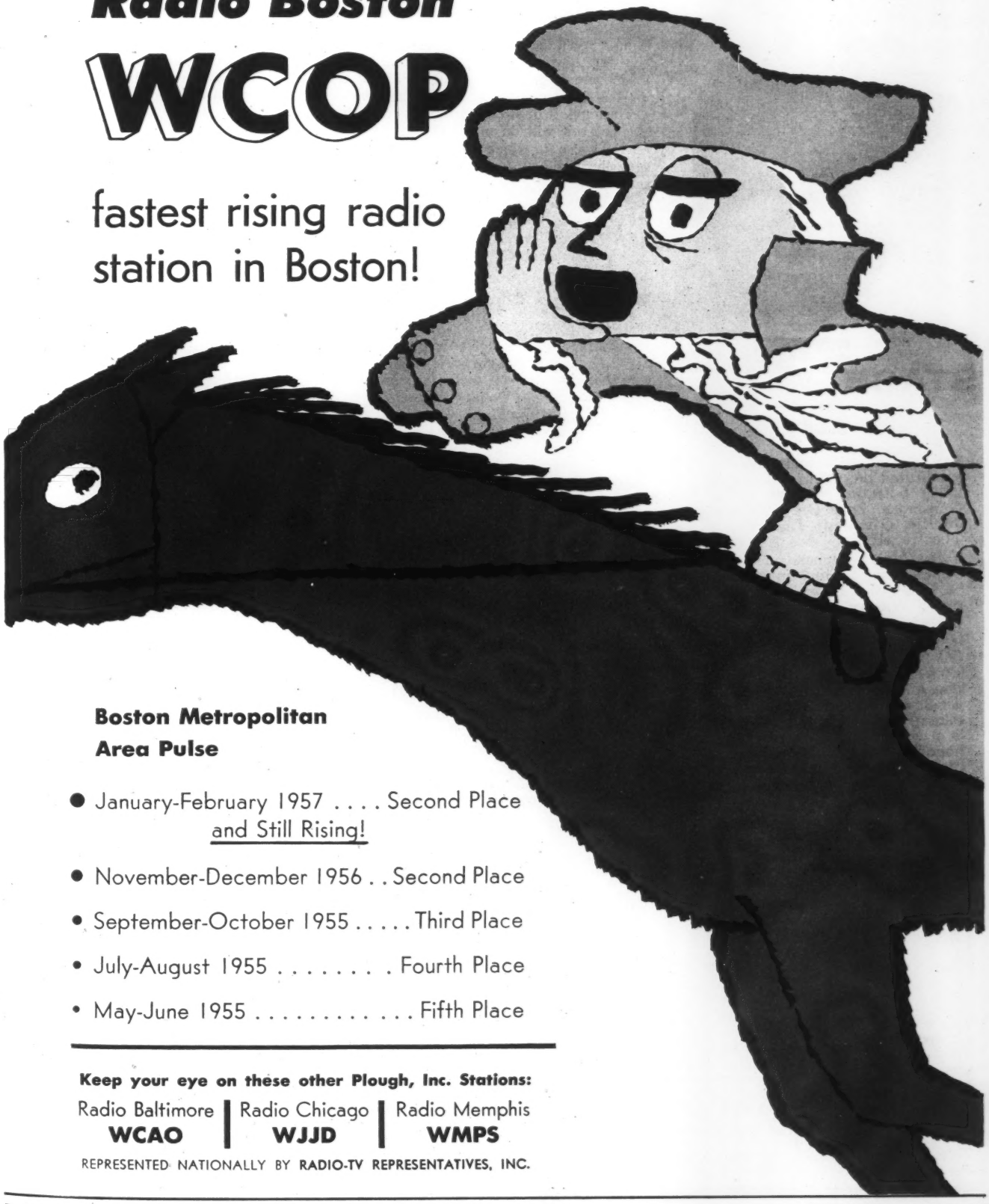
The BIG NEWS in Boston!

Radio Boston

WCOP

fastest rising radio station in Boston!



Boston Metropolitan Area Pulse

- January-February 1957 . . . . Second Place and Still Rising!
- November-December 1956 . . Second Place
- September-October 1955 . . . . . Third Place
- July-August 1955 . . . . . Fourth Place
- May-June 1955 . . . . . Fifth Place

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore	Radio Chicago	Radio Memphis
WCAO	**WJJD**	**WMPS**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

Outrates all syndicated shows!

STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc.

Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.

tpa

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

OPEN MIKE

Words of Wisdom Accepted

EDITOR:

You may have noted that my criticism ["Myopia: It Handicaps Radio, Too"—B•T, April 29] was very open and frank. It has been very encouraging to observe the favorable reaction it has had upon the broadcast industry. Generally, people like to hear about the good things rather than the bad, but it is my honest belief that radio people are interested in policing a few of the bad elements within radio's structure.

The support of strong champions of radio like yourself will do much to promote the worthy cause for which we are fighting. Let's keep the radio medium a prosperous business.

Arthur S. Pardoll
Media Group Director
Foote, Cone & Belding
New York City

More Kroger Copies, Please

EDITOR:

In your article on the success of Kroger's [B•T, May 6], I was particularly impressed with the important role that radio now plays in their operations. Could [you] provide me with a dozen reprints?

Robert O. Moran
General Manager
WBEL Beloit, Wis.

EDITOR:

Your article on the advertising of the growing Kroger chain . . . will help in the selling of some of the extra hard stores in our coverage area. Please send me six copies.

Bob Stabler
KLVH
Pauls Valley, Okla.

EDITOR:

. . . Send 50 copies of B•T May 6 with the story on Kroger's advertising.

Maurice E. Oshry
Media Dept.
The Ralph H. Jones Co.
Cincinnati, Ohio

[EDITOR'S NOTE: Copies enroute.]

Belongs With South Bend

EDITOR:

All of us thought "How Tv Stands in the Top 125 Markets" [B•T, May 6] was extremely important. The heck of it is that under South Bend, Ind., you list WSBT-TV and WNDU-TV and left us out of the picture. It's the old problem of being located 10 miles from the major market which you serve.

I suppose that you are plagued by detail of this sort and yet an omission from the "bible" hurts all of us who are trying to serve the South Bend market.

Paul C. Brines
General Manager
WSJV (TV) Elkhart, Ind.

[EDITOR'S NOTE: This clerical oversight has been corrected in our records.]

Those Top Tv Markets

EDITOR:

Your writers indicate the top 125 tv markets [B•T, May 6] were based on tabulations submitted to the FCC by ABC and CBS, and stop at this point of distinction.

Imagine our bewilderment when we checked through this list to find that six of the markets are not even on the air and, in addition, our Florence outlet [WBTW (TV)] exceeds an additional 22 of the listed markets in circulation based on NCS #2 . . . Could your writers have confused "metropolitan area" coverage with "total" coverage?

Jack Burney
Manager, Research & Special Services
Jefferson Standard Bcstg. Co.
Charlotte, N. C.

[EDITORS NOTE—B•T did not attempt to rank the markets. We presented a compilation based on the listings submitted to the FCC by ABC and CBS during the allocations proceedings. These were the only two such lists filed. For television there is no single, numerical listing of top markets that could be accepted by the majority of broadcasters. Also we did not exclude noteworthy markets because grantees there were not yet on the air.]

The ABCs of Omaha

EDITOR:

Although some weeks ago you ran the news that KETV (TV) Omaha has signed to be a primary affiliate of ABC-TV and will carry its schedule live right from our starting date in September, in B•T May 6, you listed KMTV (TV) Omaha as the ABC affiliate and KETV as an independent.

Eugene S. Thomas
General Manager
KETV (TV) Omaha

[EDITOR'S NOTE: The May 6 listing reflects the situation as it is now with KMTV carrying ABC-TV.]

Tripped by Transposition

EDITOR:

A 21-gun salute to B•T for its fine OUR RESPECTS in the May 6 issue. We stand in agreement with the communications media "journal without peers" in admiration for one of Seton Hall U.'s finest alumni, Lew Arnold. On the other hand, we stand in amazement at Lew's ". . . having raised funds at WOSU . . ." while on the staff here at Seton Hall. While I'm certain our fellow educators and broadcasters in Columbus, Ohio [where Ohio State U. operates WOSU], would hardly take exception to being inadvertently credited with an outstanding alumnus, actually we at WSOU are happy to say "we knew him when."

Al Paul Klose
Station Manager
WSOU Seton Hall U.
South Orange, N. J.

Approves Set Count Deletion

EDITOR:

I applaud your decision to drop the television set count in favor of authoritative distribution information now available [B•T, May 6].

Roland Weeks
Manager
WCSC-TV Charleston, S. C.

DICTIONARY OF SYNONYMS FOR WSM-TV

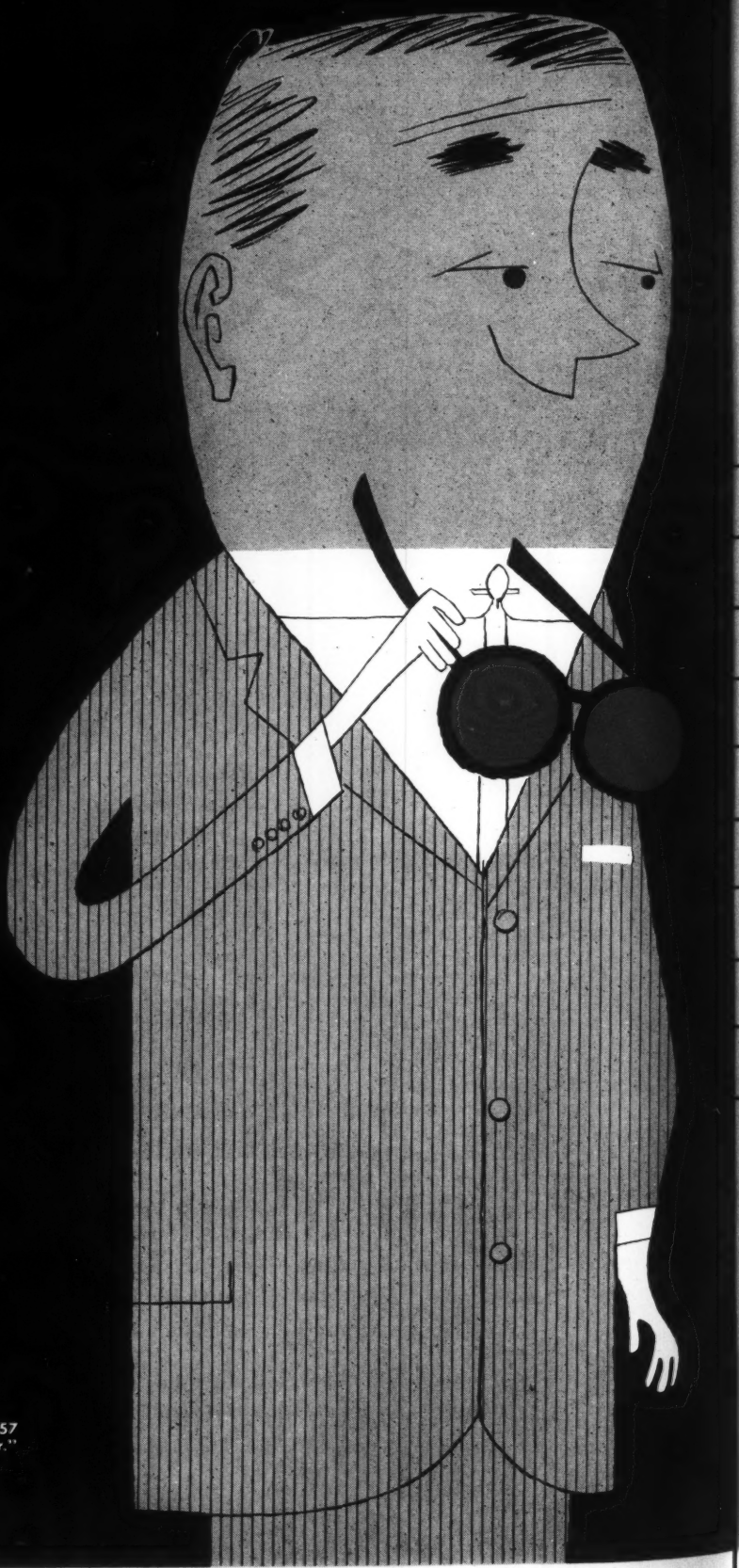
Top Man on the Totem Pole! Check production facilities. Check local advertisers — use any measure you choose. You'll find WSM-TV to be the number one station in the Nashville market.
Irving Waugh or any Petry man can supply the proof.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

WSM-TV's sister station – Clear Channel 50,000-watt WSM Radio – is the only single medium that covers completely the rich Central South market.

you don't need rose colored glasses with market facts like these!

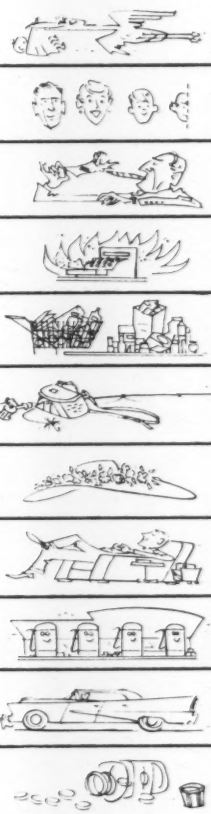


Based on preliminary estimates, May 10, 1957
Sales Management "Survey of Buying Power."

WFAA-TV EFFECTIVELY BLANKETS ALL THIS!

* based on Television Magazine designation of the market.
* substantiated by A. C. Nielsen's NSI reports.

POPULATION	2,401,300
FAMILIES	738,400
EFFECTIVE BUYING INCOME	$3,852,123,000
RETAIL SALES	$2,919,846,000
FOOD SALES	$ 614,385,000
GEN'L. MERCHANDISE	$ 460,457,000
APPAREL	$ 159,699,000
FURNITURE, HOUSEHOLD.	$ 120,485,000
GAS STATIONS	$ 195,793,000
AUTOMOTIVE	$ 670,332,000
DRUGS	$ 100,862,000



WFAA-TV DALLAS

NBC-ABC, Channel 8

A television service of
The Dallas Morning News
Edward Petry & Co.,
National Representatives

CASE HISTORY—
SUPERMARKETS

It's no secret that fresh produce sales have been weakening as fast as frozen and canned foods have been strengthening. Except, that is, in the 26 Los Angeles supermarkets of Von's Grocery Company, where the downgrade slowed in 1955, reversed itself with a slight uptrend in 1956, and is continuing firm in 1957.

Substantially responsible for the counter-trend are the trio pictured above, creators of Von's produce department's 5-year-old daily radio program HOMEMAKERS NEWS: Margee Phillips, KBIG writer; N. H. Bolstad, Von's produce supervisor; and Alan Lisser, KBIG program director, who narrates the five-minute feature of fruit and vegetable information and practical food helps.

"Fresh produce is one area where a store can create a personality for itself . . . something impossible in standardized brand label departments" says "Buzz" Bolstad. "Our company has gone to great lengths to build that personality in each Von's market, and our KBIG show enables us to translate it as an image in thousands of consumer minds.

"Tests of HOMEMAKERS NEWS have included offers of cooking booklets, in which demand invariably exceeds supply; sales checks, in which promoted items have risen from 20% to 32%; and a giftbag offer in which a supply of 25,000 was quickly exhausted."

Your Weed man is a prime source of other case histories to help your evaluation of Southern California radio.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Guy Maxwell Ule

A COLLEAGUE described Max Ule's recent appointment to the post of senior vice president at Kenyon & Eckhardt as a triumph of research and scruple.

"He's the coming breed in advertising," the man insisted. "The slick gray flannel man is on his way out."

A man of crusty conscience in a ready-made suit, Max Ule presides with tough brilliance and an open door over the following departments at Kenyon & Eckhardt: media, tv-radio programming, research, promotion and marketing plans.

His elevation has been conceded generally as a recognition by the agency of the growing importance of marketing and research in advertising.

"We believe in research here," Mr. Ule has said. "Research working closely with other professional marketing services and account management people helps to determine whether or not we recommend radio and/or television in a given case. . . . Research organizes the necessary factual materials to help us determine whether, basically, television is a communication medium that fits individual clients' marketing needs.

"However, more important than any one particular specialty, is the interaction of trained specialists in the marketing services working under the discipline of basic facts that produces for Kenyon & Eckhardt the kind of challenging environment where men insist on outdoing their previous efforts. Here, friendly but keen group participation brings out our best thinking, burnishes it, and subjects it to the most critical review. In my judgment, only a group of really dedicated people can accomplish this. It is this dedication I think we have; it is our going challenge to expand it, to deepen it, to make it an article of faith in the agency."

A thorough man and thoroughly dedicated to his job, Mr. Ule, working with his marketing services colleagues, is in the process of completing a comprehensive volume of principles and standards in marketing for the exclusive use of his staff. He explains this project as "basic building blocks—an internal training document."

"Max," said one of his staff members affectionately, "is the last of the red-hot schoolmasters."

Actually Mr. Ule, who was born Feb. 17, 1907, began his career as an instructor in economics and marketing at the U. of Chicago where he did both undergraduate and graduate work.

Referring to himself as a "low turnover individual," he held only two other jobs before entering the agency field and has worked at only one other agency besides Kenyon & Eckhardt. In June 1940 after a stint as economist for the trade paper *Building Management* he joined McCann-Erickson as manager of its research department.

Nine years later, in May 1949, he moved to his present location at Kenyon & Eckhardt, New York, as vice president in charge of research. Last year, in a key reorganization at the agency, he was named a senior vice president in charge of four departments including radio and television.

CURRENTLY the agency is represented on the air as follows: *Ed Sullivan Show* for Mercury Division of the Ford Motor Co.; *Producers' Showcase* and *Perry Como* for RCA Victor and Whirlpool Corp.; *Adventures of Rin Tin Tin* for National Biscuit Co. and such television spot advertisers as Pepsi-Cola Bottlers, Lever Bros. (Instant Spry), Beech-Nut Packing Co. and RCA Distributors. In radio, the agency has Lever Bros. sponsoring *Helen Trent, Young Dr. Malone, House Party* and *Ma Perkins; Bob and Ray* for RCA Victor, and *Game of the Day* for Quaker State, in addition to radio spot schedules for Lincoln Mercury Dealers Assn., Mercury Division of Ford Motor Co., Ford institutional, Lever, Pepsi-Cola Bottlers, Chase Manhattan, National Biscuit and Beech-Nut Packing.

A great believer in the team principle, his captains include: James S. Bealle, vice president, radio-tv department; Joseph P. Braun, vice president in media; Bud Sherak, vice president in research, and Stephen Dietz, vice president in promotion.

His door is never closed to them nor to the members of their staffs.

"I believe it my job to be available to any of my people at any time," he explained.

Summing up his working philosophy once, he said, "I don't say that I achieve it, but it's my aim to act each day as though it were my last, and to study and learn as though I were going to live forever."

Mr. Ule is a Sunday school teacher in the associate vestry of Christ Church in Rye, New York. He lives in the town of Rye with his wife, the former Margaret Karahuta, and their two children: Max Jr., 17, and Carol, 13.

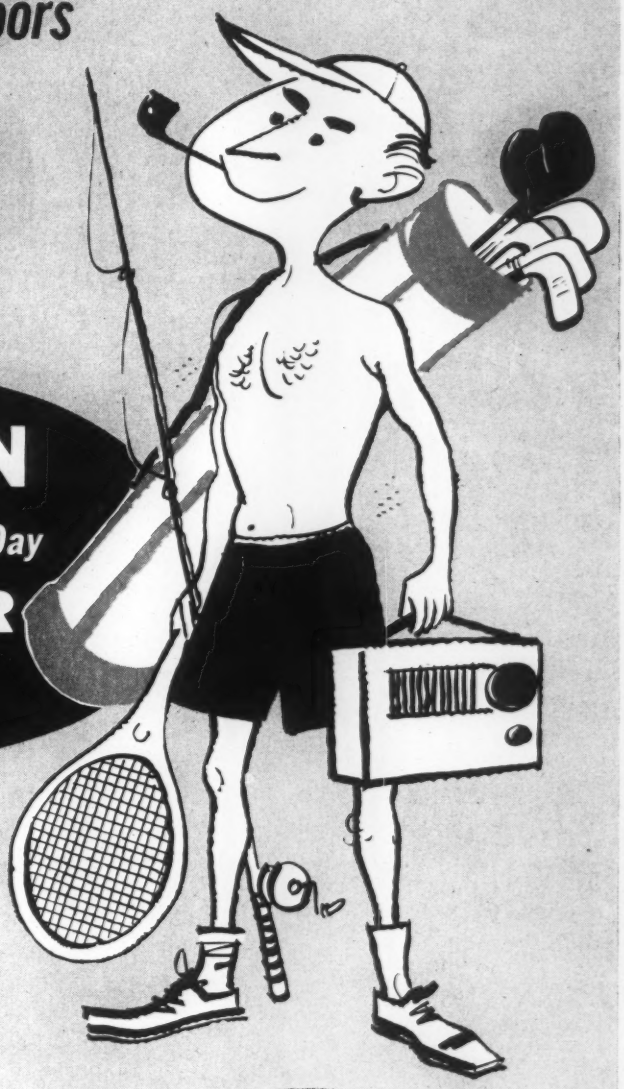
An opera *aficionado*, he is particularly partial to Wagner. He is a devotee also of the ballet and the legitimate theatre.

First Resort . . . for Resorters

When Michigan Moves Outdoors

WKMH

THE STATION THAT'S KEYED TO
SUMMER'S CAREFREE MOOD



KEY STATION

For All Home and Away, Night and Day

DETROIT TIGER BASEBALL

Baseball brings 'em to 1310 on the dial from April through September . . . and what they hear keeps 'em coming back for more . . . more of the top newscasters, top disc jockeys and top sportcasters that keep 'em tuning to WKMH all year 'round. Results prove . . . LISTENERS ARE SOLD ON WKMH! And so are advertisers. It's the best dollar buy in the rich Michigan market.

WKMH Dearborn Detroit

5000 WATTS

FRED A. KNORR, *Pres.* JOHN CARROLL, *Mg. Director*

WK MH RADIO HUB OF THE MOTOR CITY

Represented by Headley-Reed

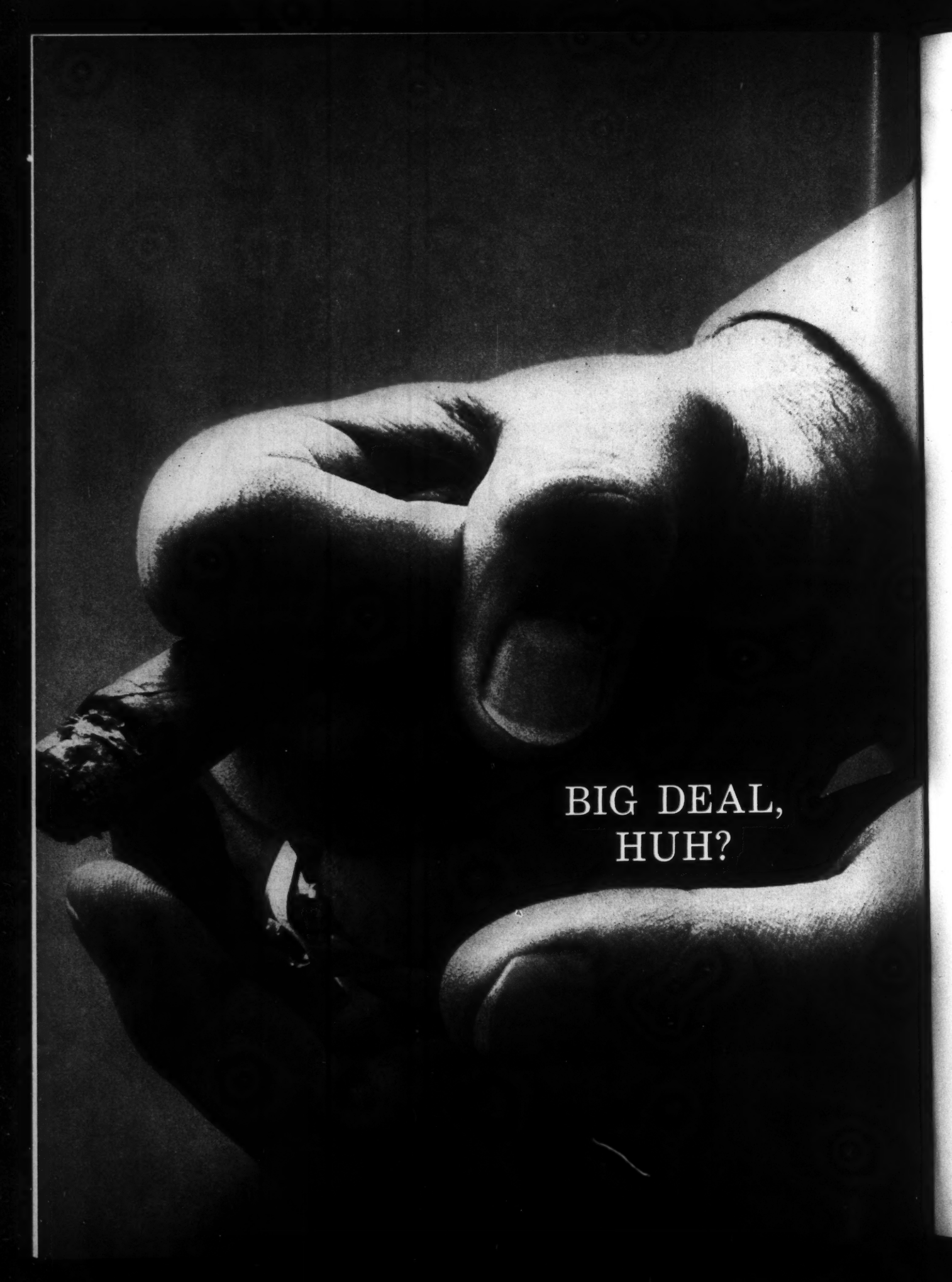
SAVE up to 15%

by Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

KNORR BROADCASTING CORP.


BIG DEAL,
HUH?

Follow-the-leader is a great game—for children. Grown-ups who play it are mere lacklusters and lardbottoms. Especially in the business world. No doubt about it, you can be a perfectly respectable mackerel simply by swimming along after your fellow-mackerel. But it's a whole lot more exhilarating to make your tidy buck by bucking the tide.

That goes for our business as well as yours. Traditionally in the TV film syndication field, you're supposed to make your *big* deals *first*. Get off your production nut! Go after a network sale! No soap? (Or cereals, or cigarettes?) Then make your pitch for the giant regional deals. Only after that can you afford to sell smaller regional, or local, sponsors. That's the going theory. And that's where we part company with all the other mackerel.

In *our* book, the local, regional and spot advertiser is strictly a first-class citizen who needs, wants and rates first crack at first-class syndicated TV film products.

With this mad, impetuous notion, we sent our new syndicated submarine-adventure series, "The Silent Service," down the ways. We aimed it straight at non-network advertisers. And in only 24 days, we not only matched the heady dollar effect of a major network deal, we topped it. Our biggest regional deal involved just four markets. We *are* off our nut—and the biggest part of our potential still stretches out way ahead of us like a sunlit sea.

The syndication market a secondary one? Not so's CNP would notice. Prime syndicated TV film properties for local, regional and spot advertisers *exclusively*—that's *our* idea of a big deal. And it's working just fine.

NBC TELEVISION FILMS
a division of CALIFORNIA NATIONAL PRODUCTIONS

FLEXIBILITY

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one who grabs the opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time and again improved its advertisers' positions in television by swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles.

KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In Los Angeles television, be a flexible buyer.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

IN PUBLIC INTEREST

L. A. Stations to Aid CP Assn.

ALL radio stations of the Los Angeles area are joining in a concerted drive to help make the fund-raising campaign of United Cerebral Palsy Assn. in that city an outstanding success. From 7 p.m. Wednesday to 9 p.m. Thursday the 23 radio stations will devote all their public service time to this cause. The last two hours of the concerted radio effort will coincide with the Thursday evening doorbell ringing, the contribution solicitation of UCPA's Golden Deed Brigade.

WTIX DJs Aid Safety Campaign

WTIX New Orleans disc jockeys took an active part in that city's safety campaign. They went to a dangerous intersection and acted as traffic directors to protect school children crossing the street. The disc jockeys —Larry Wilson, Mike Secrest, Ken Karlton and Richard Fahey—were dressed in white pith helmets, carried whistles and were accompanied to the intersection by the WTIX mobile news unit. A series of direct reports to the radio audience kept the city aware of what was happening. As a result of the campaign, the police department said it would assign a patrol to protect the children.

WMGM Listeners Buy Ambulance

A fully-equipped ambulance, valued at $4,000, was recently presented to officials of the Knickerbocker Hospital in New York by "Big Joe" Rosenfield Jr., conductor of the *Happiness Exchange* program over WMGM New York (Mon.-Sun. 12 midnight-3 a.m. EST). Listeners to the program contributed funds for the ambulance. Last year listeners provided funds for a 20-bed "Happiness Exchange" ward at the hospital.

KMTV (TV) Salutes Medical Education

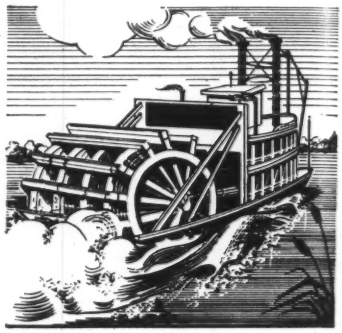
KMTV (TV) Omaha recently presented a live salute to Medical Education Week with a special show, the story of Omaha's Children's Memorial Hospital. The show traced the course of a patient through successful surgery, from the time he was admitted to the completion of the operation. Viewers were taken on a tour through the hospital and into the operating room during the program, entitled *Thirteen For Billy Gray*.

Auction on KCMC-TV

MORE than $10,000 was raised by the Optimist Club of Texarkana, Tex., in a 13-hour television auction on KCMC-TV Texarkana. Proceeds from goods and services contributed by local merchants went into a fund to send members of the local Boys Club to summer camp.

Donors Respond to WHB Appeal

A REQUEST for a rare type of blood, needed for transfusions for a critically ill Kansas City man, was aired by WHB Kansas City, on the Eddie Clarke *Musical Clock* program. Response was immediate, the station said, and the necessary blood type was obtained, saving the man's life.



UPSTREAM POWER!

Selling products is an upstream battle in today's competitive market. It takes *power* to make headway . . . to channel advertising skillfully over shoals and into homes of receptive prospects.

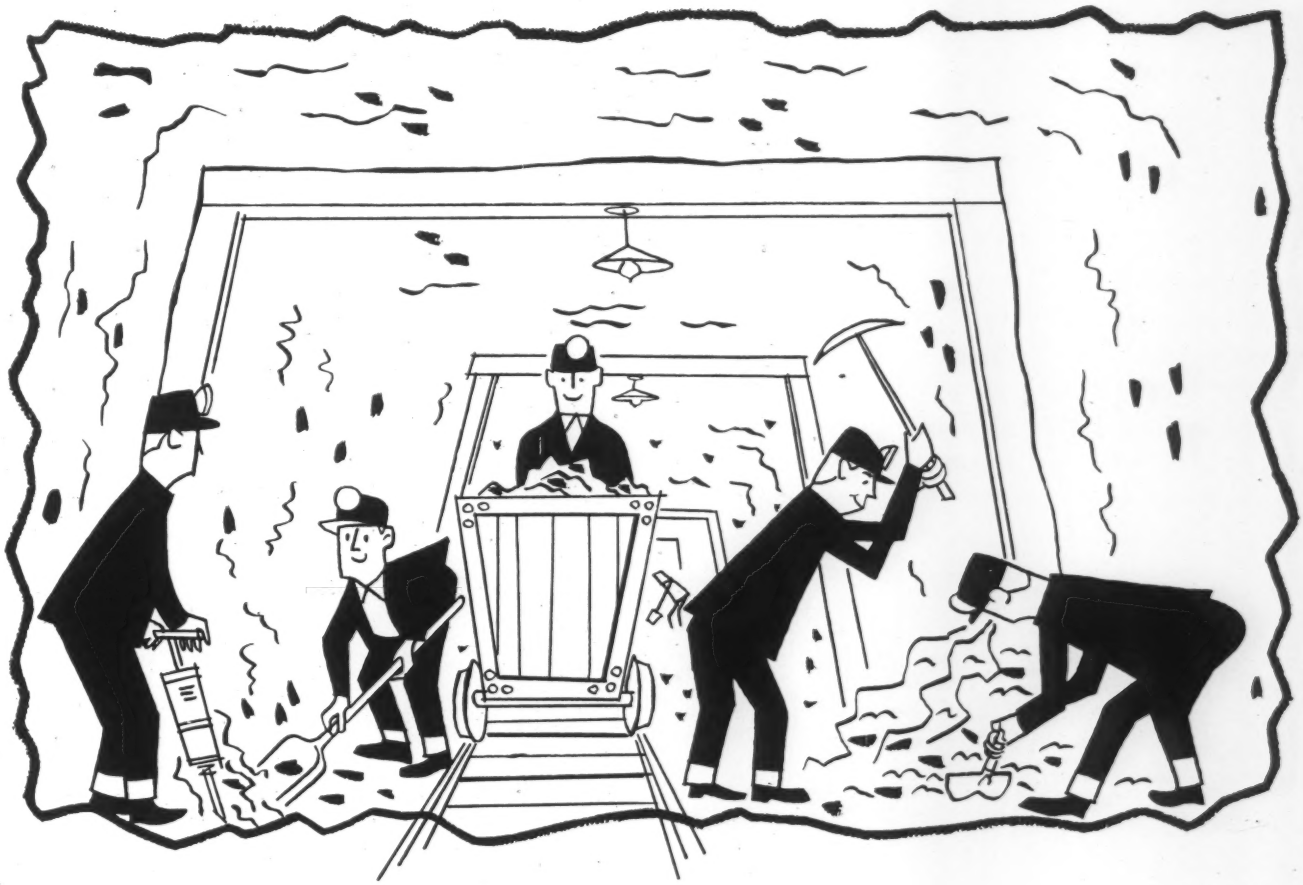
WSAZ-TV can do this for you in the rich Ohio River market. Blanketing 69 important counties with half a million TV homes, its power is measurable *both* in ERP and in viewer acceptance, persuasive selling.

No other medium approaches WSAZ-TV's broad popularity. Nielsen shows (for example) a nighttime, weekday superiority of 100,580 homes for WSAZ-TV over the next-best station.

This kind of penetration and preference gets advertising results . . . and can propel you to new sales levels in America's industrial heart. Any Katz office can help you harness WSAZ-TV to get you upstream faster.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION INC. TELEVISION REPRESENTATIVES, INC.

Digging for business is our business! We've made it our business since the day when H-R was started by a group of Working Partners. And because the H-R partners are still working partners today, and our staff made up of mature, experienced and sales seasoned men, the stations we represent and the buyers of time we serve, all know that when H-R goes digging for business, "we always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

416 Rio Grande Bldg.
Dallas, Texas
Riverside 2-5148

101 Marietta Street
Bldg.
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

529 Pan American Bank
Bldg
Miami, Florida
FRanklin 3-7753

Congratulations to the

KWKH WINNERS!

Here are the statistical wizards and speed demons who were the first to name the three radio stations in America which dominate their markets as completely as KWKH dominates Shreveport and its entire NCS No. 2 area. Our KWKH checks totaling $1500 have already been mailed to them.

MR. ROBERT GRAF
Ted Bates & Company
New York

MISS CAROLYN V. POSA
MR. ED. PAPAZIAN
Batten, Barton, Durstine & Osborn
New York

MR. MARVIN D. BERNS
J. Walter Thompson Company
Chicago

And what *are* the facts about KWKH's impact and dominance? KWKH has 50% greater circulation than its nearest competitor in the home county—293% greater circulation than its nearest Shreveport competitor throughout its NCS No. 2 area—and this despite the fact that there are *eight* radio stations in Shreveport, rather than just four or five!

Impressive as these figures are, they are only part of the reasons why practically *everybody* chooses KWKH in the Shreveport area—advertisers as well as listeners! Ask your Branham man for *all* the facts!

K W K H

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. *Representatives*
Henry Clay *General Manager*
Fred Watkins *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 52, No. 20 MAY 20, 1957

CAN TV ADS SLAM THE COMPETITION?

- **No, says FTC. It says Rolaids ads are false, misleading**
- **No, says Schick. It sues Remington-Rand for $5 million**

TV COMMERCIALS which cast doubts on competing — albeit unidentified — products came under fire in two quarters last week.

• The Federal Trade Commission filed a complaint against American Chicle Co. saying its commercials for Rolaids falsely disparage competing alkalizers (and misrepresent both facts and the medical profession).

• Schick Inc. sued Sperry-Rand Corp. and its Remington-Rand division for $5 million in damages, alleging that the competing women's electric shaver disparaged in a Remington commercial was a Schick shaver or a model "exactly similar thereto."

The FTC's complaint against American Chicle is the fourth (and the most detailed) it has issued since establishing liaison with the FCC.

Observers of both cases see far-reaching effects should the FTC and Schick win their points. It is felt that affirmative decisions could cause reconsideration of many advertising campaigns, especially those which castigate "Brand X" or "competing products." Often, these observers say, ads are produced in such a way as to leave little doubt in the buyer's mind whose product "Brand X" really is.

The accelerated pace of actions against misleading commercials has brought response from other parties, too. The Proprietary Assn. at its national convention last week heard a stern warning that government action is focused on that business. And the American Pharmaceutical Assn. appointed its own watchdog committee to report misleading advertising to the appropriate government agencies.

THE FTC IS SKEPTICAL: This is a still from a tv commercial for Rolaids, which last week drew a Federal Trade Commission complaint for false and misleading advertising. The man in the white jacket, who plays the role of a doctor, recommends the product as superior to "old fashioned alkalizers." Wrong on two counts, says the FTC: doctors generally do not recommend Rolaids, and the product is not better than others.

ROLAIDS ON FTC CARPET

THE Federal Trade Commission, reported some time ago to be stalking television's man-in-the-white-jacket, last week opened fire on the make-believe medic.

In a complaint based on reports of its radio-tv monitoring unit the federal agency charged American Chicle Co., Long Island City, N. Y., with making false claims in its Rolaids (alkalizer) television commercials.

The FTC alleged that ads falsely disparage competing alkalizers and misrepresent the medical profession generally by implying medical endorsement. Portions of the official complaint resemble advertising copy, detailing offending pictures at the left side of the page under a "video" heading and the spoken continuity at right under "audio."

This, the fourth complaint based on work by the radio-tv unit set up last fall, is the most detailed to date on alleged visual deception. The three earlier complaints resulting from work by the new unit were filed last month against three others in the medicine field: Mentholatum Co. for Mentholatum Rub commercials on CBS-TV and NBC-TV; Whitehall Pharmacal Co., Infra Rub and Heet on CBS-TV and MBS, and Omega Chemical Co., Omega oil on radio stations [B•T, April 1].

The complaint against American Chicle labels as "false" the advertiser's claims that stomach acids can burn a hole in a table napkin, that Rolaids are twice as effective in neutralizing stomach acids as competitive antacid preparations and that doctors or the medical profession generally prescribe or recommend Rolaids.

Rolaids commercials are seen on nearly 100 tv stations, and last year American Chicle spent $372,300 in advertising that product on spot tv, according to Television Bureau of Advertising figures [B•T, April 8]. The advertiser also sponsors portions of *Jim Bowie* and *Ozark Jubilee* on ABC-TV.

One challenged scene shows a liquid being poured onto a cloth napkin and then shows a hole the liquid purportedly burned through the cloth. The announcer asks, "Do you know that concentrated stomach acid . . . could burn a hole in this napkin?" It cannot, says the FTC.

Another shows Rolaids ingredients doing twice as good a job neutralizing acid such as found in the stomach as an "old-style alkalizing ingredient." Rolaids is not this good, FTC claims.

A third scene cited shows the man in the white suit addressed by another performer who asks: "Doctor, how can I get rid of acid indigestion, pain and sour stomach?" The "doctor" replies: "Try to avoid harsh, old-fashioned alkalizers. Instead take Rolaids . . . based on a medically approved principle to relieve acid distress." Doctors or the medical profession generally do not prescribe or recommend Rolaids, according to the FTC.

Action against the white-coated tv performers had been expected for some weeks. The pharmaceutical trade had been warned of such a move by the FTC in a newsletter of the Proprietary Assn.

American Chicle Co. has 30 days to answer the FTC complaint, and a hearing is scheduled for July 23 in New York before a hearing examiner.

In two routine actions last week the FTC lodged a complaint against Bond Stores Inc., New York, for alleged false claims in radio and newspaper ads, and the federal agency approved a consent order prohibiting Gen-

NOT ALL SINS ARE RADIO-TV'S

OF THE 23,351 advertisements termed misleading by the nation's Better Business Bureaus during 1956, only 635 were found to have been radio ads, while a lesser number—594—were seen on television. This is revealed in the annual report of the Assn. of Better Business Bureaus Inc., New York. The report notes misleading newspaper ads totaled 21,915.

Of the 23,351 ads, only 655 (2.8%) were referred to "authorities" when voluntary correction was not obtainable. Says BBB: "This was only a one-tenth of one per cent increase over 1955 and considered to be a good record." Again, as in past, "bait advertising and false and fictitious use of comparative prices were the prime causes to question or act on advertising in the merchandise field."

The report breaks down complaints by cities and finds that the "instances of service" were highest in Chicago with New York City rating second. Other cities claiming over 1,000 instances of service included Kansas City, Milwaukee, Cleveland, Detroit, Toronto and Denver.

During 1956, BBB had 1,257 public service tv spots on the air that told of its services, while 10,708 radio announcements also were made,

eral Home Improvement Co., Brooklyn, N. Y., from using bait or other false advertising to sell its aluminum storm windows.

Bond, operator of more than 85 stores around the country, was charged with making fictitious price claims in connection with special clothing sales. Higher prices quoted by the advertiser for marked-down items are not regular prices, says the FTC. Bond has 30 days to reply to the complaint. A hearing before an FTC examiner has been set for July 16 in New York.

The consent order to General Home Improvement Co. grew out of an FTC complaint, issued Oct. 31, 1956, charging the firm with advertising storm windows at a low price that represented not a bona fide offer but a means to get leads for higher priced items. The complaint also said that $100 gift certificates awarded in a radio "mystery melody" promotion were not worth $100. The FCC adopted Hearing Examiner Joseph Callaway's initial decision containing the consent order agreed to by General Home Improvement. The settlement does not constitute an admission of violating the law.

SCHICK SUES FOR $5 MILLION

SCHICK INC., Lancaster, Pa., manufacturer of electric shavers, has found there are other ways to skin a peach than by shaving it. Last week, it slapped a $5 million damage suit on Sperry-Rand Corp. and its Remington-Rand division, charging that the "other lady shaver" used in one of Remington's tv commercials—one that ripped a woman's stocking—was none other than the Lady Schick itself, or a model "exactly similar thereto."

Legal action was instituted Monday when Dunnington, Bartholow & Miller, Schick's counsel, went into New York State Supreme Court armed with Exhibit "A"—a film of a Young & Rubicam-produced commercial shown on CBS-TV's *What's My Line?*—and asked for $5 million to offset the effect of "false, disparaging, misleading and damaging" advertising claims made by Remington-Rand.

Specifically, Schick cited the *What's My Line?* commercial of April 14, April 28 and May 4 as having been "for the purpose of deceiving the public and (Schick's) existing and prospective customers as to the merits of the Lady Schick." Not only was "Razor B" a Lady Schick or a shaver very similar in size and construction, Schick claimed, but "both oral statements and visual presentations created the inference that the Lady Schick had rough edges like a razor." The April 14 spot, in particular, created the inference that the Lady Schick, "when used on the legs . . . would tear a lady's stocking, causing the inference thereby that it would be equally damaging to the skin of a lady's leg," the suit claimed. Counsel for the Lancaster firm declared that his clients would be "irreparably injured and damaged" unless relief was granted.

The pioneer electric shaver firm (it claims also that Remington came out with its Princess after the Lady Schick had been nationally introduced) spends $5 million per year in advertising including all media. It sponsors NBC-TV's *Dragnet* on an alternating basis, and at one time also used the Robert Montgomery hour-long dramatic programs. Its agency, Benton & Bowles, is new on the job, having picked up the account last month from Warwick & Legler.

Kenneth C. Gifford, Schick president, said that on April 15, immediately following the airing of the first objectionable commercial, his firm protested to CBS-TV, following this up with a protest to Remington itself. When no action was taken, he said, the firm "felt it had to resort to legal action."

In a court order signed last Monday, Judge Irving L. Levey directed Sperry-Rand to appear in court Thursday to show cause why an order enjoining the company from continuing the "false, disparaging, misleading and damaging" advertising directed at Lady Schick should not be issued. Francis J. McNamara, vice president and general counsel for Remington-Rand, asked for a postponement until May 27, which was granted to give the defendant additional time in which to formulate its reply. However, Remington-Rand, taking into consideration Schick's allegation that Y&R was preparing additional commercials "similar to those described," agreed to hold off featuring any more of the offending ads until that date.

Remington-Rand spokesmen declined official comment other than that "we are studying the matter."

Young & Rubicam people working on the account would not comment. During much of last week, the creative staff involved with the campaign was reported to be "in conference."

THEY SAW IT COMING

PROPRIETARY ASSN. members at their White Sulphur Springs, W. Va., convention last week were warned of federal regulatory action against proprietary drug ad copy. Dr. Frederick J. Cullen, medical consultant to the association and its former executive vice president, said that "under no circumstances should the advertising agency and the sales manager be the dominating factors in the preparation of labeling and advertising, nor should they be responsible for setting up research programs. The latter is the job of top management."

Dr. Cullen noted the new liaison agreement between the FTC and FCC, and added that FTC Chairman John W. Gwynne had recently told a House Appropriations subcommittee that many of the misleading ad claims to be picked up by FTC's new monitoring system will have to do with drugs.

He quoted Comr. Gwynne as telling the House unit that the stepped-up policing of advertising for drugs and cosmetics will include the overly broad and false claims that are made on the basis of preliminary favorable scientific reports. Dr. Cullen added: "I know there are some who feel they must 'jump the gun' and make claims upon a half-completed research program. But such procedure can lead to great difficulty if subsequently the second half of the report proves to be unfavorable."

Dr. Cullen said the whole proprietary drug industry is "unfortunately sometimes condemned for the sins of a few" fringe-type operators, adding: "I feel that certain claims made in advertising are based on a type of research which consists of a few well-designed experiments—as well as a limited amount of biased review of the literature—the purpose being to find the obscure statements which may support claims . . . This type of advertiser realizes that at times government machinery is extremely slow in operation, and is content to use questionable copy until the government catches up with him. By that time, he has another 'theme' prepared and is ready to go ahead—and perhaps under another name—until caught again."

INTRAMURAL MONITORING

THE American Pharmaceutical Assn., professional society of pharmacists, has "roundly condemned" misleading drug ads and is appointing a "watchdog" committee from its membership to monitor advertising of drug and pharmaceutical products. Those making exaggerated and misleading claims will be reported to the Federal Trade Commission, APA said.

At the association's 104th national convention in New York earlier this month the APA House of Delegates resolved "that the advertising of drug products by radio, tv, newspapers or other media which tends to mislead the public or raise false hopes with

regard to cure, mitigation or prevention of disease, be roundly condemned, and be it further resolved that pharmaceutical manufacturers, pharmacists and others indulging in advertising drug products by radio, tv and other means of communication be cautioned to exercise due restraint in the character of their statements to the public; and be it further resolved that unethical, untruthful and unwarranted statements such as are frequently noted, be referred to the Federal Trade Commission or other agencies having supervision over advertising."

As it was originally drafted, the resolution applied only to radio and television, but an amendment was offered and passed to include newspapers and other media.

John B. Heinz of Salt Lake City, chairman of the APA Council, is setting up the committee, according to Dr. Robert P. Fischelis, secretary-general manager of the association in Washington. Plans for monitoring and other phases of committee operation are to be announced.

LATEST RATINGS

PULSE

Tv Report for March 1957

TOP 20 WEEKLY SHOWS

Rank	*Rating*
1. *I Love Lucy*	38.3
2. *Ed Sullivan*	37.1
3. *Playhouse 90*	32.9
4. *G.E. Theatre*	32.7
5. *$64,000 Question*	32.1
6. *Alfred Hitchcock*	31.4
7. *Climax*	30.9
8. *Godfrey's Talent Scouts*	30.5
9. *Jackie Gleason*	30.3
10. *You Bet Your Life*	29.9
11. *Burns and Allen*	29.5
12. *Phil Silvers*	29.4
13. *Perry Como*	28.6
14. *December Bride*	28.2
15. *Red Skelton*	28.2
16. *Lineup*	28.0
17. *What's My Line*	27.8
18. *I've Got A Secret*	27.3
19. *$64,000 Challenge*	27.3
20. *Person To Person*	27.0

TOP 10 MULTI-WEEKLY

Rank	*Rating*
1. *Mickey Mouse Club*	20.8
2. *Queen For A Day*	12.4
3. *CBS TV-News*	12.0
4. *NBC-News*	11.3
5. *Arthur Godfrey*	10.8
6. *Art Linkletter*	10.8
7. *Catpain Kangaroo*	10.3
8. *Modern Romances*	10.3
9. *Guiding Light*	10.2
10. *Search For Tomorrow*	10.0

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Academy Awards (NBC-188): Oldsmobile (D. P. Brother), March 27, 10:30 p.m.-12:15 a.m.

Jack Benny (CBS-200): 7½ minutes by Cowles (M-E), rest sustaining, Sun. 7-7:30 p.m.

Burns & Allen (CBS-114): Carnation Co. (Erwin, Wasey), B. F. Goodrich (BBDO), Mon. 8-8:30 p.m.

Captain Kangaroo (CBS-various): Participating sponsors, Mon.-Fri. 8-9 a.m.

CBS News (CBS-147): Brown & Williamson Tobacco Corp. (Bates), American Home Products (Bates), Hazel Bishop Inc. (Raymond Spector Inc.), Mon.-Fri. 7:17-7:30 p.m.

Climax (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como (NBC-137): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-185): General Foods (B&B), Mon. 9:30-10 p.m.

50th Anniversary Musical (NBC-186): International Harvester, (Y&R), April 4, 9:05-10 p.m.

G.E. Theatre (CBS-152): General Electric (BBDO), Sun. 9-9:30 p.m.

Jackie Gleason (CBS-174): P. Lorillard (L&N), Bulova (M-E), Sat. 8-9 p.m.

Arthur Godfrey (CBS-199): Chun King (JWT), Int'l. Min. (BBDO), and participating sponsors, Mon.-Fri. 10-11:30 a.m.

Arthur Godfrey (CBS-116): participating sponsors, Mon.-Fri. 10-11:30 p.m.

Godfrey's Talent Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

Guiding Light (CBS-119): Proctor & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-198): Liggett & Myers (D, F & S), Sun. 6:30-7 p.m., Liggett & Myers (C&W), Sat. 12:30-1 p.m.

Gunsmoke (CBS-198): Liggett and Myers (D, F & S), Carter (Bates), Sat. 12:30 p.m.

Helen Trent (2nd half) (CBS-193): Mentholatum (JWT), Scott (JWT), Mon.-Fri. 12:30-45 p.m.

Alfred Hitchcock Presents (CBS-138): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

House Party (CBS-198): Simonize (Y&R), Staley (R&R) and participating, Mon.-Fri. 3-3:30 p.m.

I Love Lucy (CBS-162): General Foods Corp. (Y&R), Proctor and Gamble (Grey), (alternates), Mon. 9-9:30 p.m.

I've Got A Secret (CBS-190): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Johnny Dollar (CBS-201): P. Lorillard (Y&R), Sun. 5:30-6 p.m.

The Lineup (CBS-153): Brown & Williamson Tobacco Corp. (Bates), Proctor & Gamble (Y&R), (alternates), Fri. 10-10:30 p.m.

Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Ma Perkins (CBS-195): Lever Bros. (K&E), Lipton (Y&R), Scott (JWT) and co-op., Mon.-Fri. 1:15-1:30 p.m.

Mickey Mouse Club (ABC-92): participating sponsors, Mon.-Fri. 5-6 p.m.

Mitch Miller (CBS-189): Magic Thread (Curtis), Pharma Craft (JWT), Sun. 8:05-8:45 p.m.

Modern Romances (NBC-55): participating sponsors, Mon.-Fri. 4:45-5 p.m.

NBC News (NBC-85): participating sponsors, Mon.-Fri. 7:45-8 p.m.

News of the World (NBC-186): Coldene (JWT), Carter Products (Bates), Mon.-Fri. 7:30-7:45 p.m.

Nora Drake (CBS-various): Scott (JWT) and participating, Mon.-Fri. 1-1:15 p.m.

One Man's Family (NBC-186): Anahist (Bates), Quaker Oats (Wherry, Baker & Tilden), Bell Tone (Olkan & Bronner), Mon.-Fri. 7:45-8 p.m.

Our Miss Brooks (CBS-190): Carter (Bates), P. Lorillard (Y&R), Sun. 7:30 p.m.

Person To Person (CBS-97): Time Inc. (Y&R), Amoco Gas (Jos. Katz Co.) and Hamm Brewing Co., (Campbell-Mithun), (alternates), Fri. 10:30-11 p.m.

Playhouse 90 (CBS-131): Participating sponsors, Thurs. 9:30-11 p.m.

Queen For A Day (NBC-122): Participating sponsors, Mon.-Fri. 4:30-5 p.m.

Search For Tomorrow (CBS-135): Proctor & Gamble (Leo Burnett), Mon.-Fri. 12:30-12:45 p.m.

Phil Silvers (CBS-190): R. J. Reynolds (Esty), Proctor & Gamble (Leo Burnett), (alternates), Tues. 8-8:30 p.m.

Simonize Program (Sat. sports) (CBS-157): Simonize (Y&R), Sat. 12:55-1 p.m.

$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.

Red Skelton Show (CBS-107): Pet Milk (Gardner), S. C. Johnson & Son (F, C&B), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Sunday Sports Review (CBS-180): P. Lorillard (Y&R), Sun. 8:45-9 p.m.

Lowell Thomas (CBS-198): United Service Div., General Motors (C-E), Mon.-Fri. 6:45-7 p.m.

Robert Trout (CBS-190): General Motors (C-E), Sun. 5 p.m.

What's My Line? (CBS-104): Helene Curtis (Earle Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

Woolworth Hour (CBS-209): F. W. Woolworth (Baker), Sun. 1-2 a.m.

You Bet Your Life (NBC-170): DeSoto (BBDO), Thurs. 8-8:30 p.m.

Young Dr. Malone (2nd half) (CBS-190): Scott (JWT), Lever Bros. (K&E), Mon.-Fri. 1:30-1:45 p.m.

NIELSEN

Radio Report for Two Weeks Ending April 6

Total Audience (Homes-000)*

Evening, Once-a-Week (Average)	**(525)**
1. *Jack Benny*	1,670
2. *Gunsmoke* (Sun. 6:30 PM)	1,383
3. *Our Miss Brooks*	1,336
4. *Our Miss Brooks*	1,240
5. *Gunsmoke* (Sun. 6:45 PM)	1,193
6. *Mitch Miller* (8:10 PM)	1,049
7. *Academy Awards*	1,002
8. *Mitch Miller* (8:20 PM)	906
9. *50th Anniversary Musical*	906
10. *Sports* (Sun. 8:45 PM)	811
Evening, Multi-Weekly (Average)	**(668)**
1. *Lowell Thomas*	1,288
2. *News of the World*	1,240
3. *One Man's Family*	1,145
Weekday (Average)	**(1,097)**
1. *Ma Perkins* (2nd Half)	1,765
2. *Ma Perkins* (2nd Half)	1,765
3. *A. Godfrey* (1st Half)	1,670
4. *Young Dr. Malone* (2nd Half)	1,622
5. *Ma Perkins* (1st Half)	1,622
6. *House Party*	1,622
7. *A. Godfrey*	1,622
8. *Helen Trent* (2nd Half)	1,622
9. *Nora Drake* (2nd Half)	1,622
10. *House Party*	1,574
Day, Sunday (Average)	**(429)**
1. *Woolworth Hour*	1,193
2. *Robert Trout*	1,145
3. *Johnny Dollar*	1,002
Day, Saturday (Average)	**(620)**
1. *Gunsmoke* (12:30 PM)	1,574
2. *Gunsmoke* (12:45 PM)	1,479
3. *Sports*	1,288

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 47,700,000 the estimated March 1, 1957 total United States radio homes.

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ZEE IS FOR ZANY

Since Satirist Stan Freberg's Radio Spots Sell Zee Paper Towels So Well

THERE's a romantic attachment between Crown Zellerbach Corp.'s Consumer Products Division and spot radio. The object of the Crown affection: a set of radio commercials made to entertain listeners while selling the division's Zee paper products (paper towels, napkins and tissue).

Zee explains its radio commercials to retail outlets this way:

"A new sound in radio advertising . . . a sparkling new approach . . . radio spots that penetrate the commercial barrier by entertaining—instead of irritating—your customers."

Muses Cunningham & Walsh in New York (its Brisacher & Wheeler division handles Zee): "Rather unusual . . . has musical comedy atmosphere . . . pleasant to the ear."

Adds an official of a station that's been playing the recordings: "To everyone involved, including the cast of thousands, please convey the word that all six KRUX [Phoenix] air personalities have voted Zee commercials the greatest of the year, and I agree." The wire, to B & W in San Francisco, was signed by John F. Box Jr., the station's executive vice president.

A Convert to Spot Radio

This is not the first time that spot radio has found such favor. But Crown Zellerbach, prior to its current foray in spot radio, embraced other media only (it's living apart from once-courted tv for the time being).

Crown Zellerbach's Consumer Products Division is a marketing trend setter in the paper products field. It has new offices and plants in San Francisco. And with its commercials, Zee is buzzing like a bee throughout markets in the western part of the nation.

In their planning and execution, the commercials (really not recorded with a "cast of thousands" but with a music hall touch at Capitol Records studios in Hollywood) were produced as if they were program spectaculars.

Featured in the commercials is Stan Freberg, who has had careers as a satirist, writer, actor, lyricist and composer, and is a radio veteran and a tv performer, as well as a recording artist. His is the version of "The Banana Boat Song" (released last March) that has an earnest Calypso singer shouting "Day-O" through a closed door.

As an ad man for Cunningham & Walsh, Mr. Freberg is a veteran campaigner—Stokely's Finest Foods, Contadina tomato paste, Qantas Airlines and now Zee paper products.

The commercials are some of the most elaborate ever recorded. For the effects, 15 musicians, the Jud Conlon Rythmaires, a tap dancer (Maurice Kelly), five actors and a sound man mixed it up with Mr. Freberg to create a vaudeville atmosphere that makes choruses out of jingles, chatter out of hard sell and plain pixie for the come-on.

Disc jockeys who must play them according to the commercial log delight in their approach. And at KSL Salt Lake City they persuaded the station to run a 45-minute program featuring the commercials and some of Mr. Freberg's Capitol recordings.

The spots currently are running in the Rocky Mountain states and only this month started in Texas. Later the spots may be used on the West Coast area (Zee's distribution area is in 11 western states plus Texas).

The mountain states include these markets: Denver, Salt Lake City, El Paso, Phoenix and Albuquerque. The two Texas markets are Fort Worth and Dallas (El Paso is considered part of mountain states area). Next stop for the campaign is Hawaii.

A FUNNYMAN ON A SPOT . . .

. . . FRACTURES C-Z AD CHIEF CLARK PETTIT

Production on the commercials started in February. They were produced in about 15 hours, including the recording and final editing. Music was arranged and conducted by George Bruns, arranger for *Disneyland* and composer of "The Ballad of Davy Crockett."

Supervision of the commercials' production was handled by Brisacher & Wheeler's radio-tv department.

All of the spots run one minute, except for three of 20 seconds and a "vaudeville" spot that is 79 seconds long. How come the 79-second spot?

Says a man from Cunningham & Walsh: "The only spot in history as far as I know where the performers come back for a curtain call. It happened by accident. When the producers were editing in the applause and laughter, they played it back once to see how it sounded and were so entranced by the curtain call effect that they decided to leave it in, though it ran way over.

"In sending out the transcriptions, they pointed out this vagary to the stations and told them they could cut it off at a minute if they wished, but on the other hand if they wanted to let it run longer, it wouldn't hurt their feelings at all. Disc jockeys have been running it full length."

The Nonsense That Prevails

Here is how one of the commercials starts out—seemingly in the middle of a conversation:

Freberg: "What?"

Man: (Freberg's impersonation): "This lady says she slipped a roll of Zee paper towels on her player piano and found it played 'Japanese Sandman'."

Freberg: "It did, eh?"

Man: "Yeh. She said she just put it on the piano and it played the perforations."

Freberg: "Yeh. Well she's supposed to dry her hands on it—things like that."

Man: "Well, maybe it was the Giant Economy Roll."

Also included are choruses and music, a few more "conversations" about what the product can do, etc. At one point, Mr. Freberg says: "Call in the office staff, Walter." A great trampling of feet is heard, the orchestra is heard tuning up and the baton taps. The chorus then comes in again.

Crown Zellerbach's Consumer Products Division has been an account of Brisacher & Wheeler for 35 years, its headquarters is in San Francisco where a new building is being erected, it is new to radio (has used tv, spot and syndicated film in the past), it is increasing its ad budget and its commercials and it is "enthusiastic."

As yet, it is too soon for the division to trace sales increases or their relationship to the radio compaign.

The Crown Zellerbach division, which sent more than 400 mailing pieces to the mountain state market's principal grocery buyers (and 400 to Texas, too), merchandising brochures to stations, records for use as contest prizes (as well as records to salesmen), is hot for spot. In radio, they are playing the perforations.

Strouse Advises Drive To Promote Magazines

NORMAN STROUSE, president of J. Walter Thompson Co., offered stiff advice at a Magazine Publishers Assn. meeting last fortnight at White Sulphur Springs, W. Va. While urging MPA to set up a multi-million dollar magazine medium selling program, he patted radio and tv heads for selling the broadcast media on their own merits.

In his talk, he outlined challenging opportunities for magazines to get more national advertisers, and made clear that the dollar growth in magazine advertising can be misleading. He reported, for example, that while magazine advertising revenue went up 59% in the past seven years, in many instances page cost per thousand increased 50%.

Mr. Strouse warned of a decline in the number of large advertisers in the medium along with a decrease in the total number of magazine advertising pages during a period when new advertisers have been coming into the field and the dollar volume going up.

Though tv was a cause for some of magazines' shrinking slice of the national advertising melon, Mr. Strouse indicated tv cannot be blamed solely since the lead in national advertising enjoyed by magazines in 1949 shrunk in 1956 to third spot, giving up the No. 1 rank to newspapers.

National advertising budgets, he explained, have expanded at a pace fast enough to more than contain the investment in tv, and have left millions of additional dollars for advertising expenditure. "If you had secured the same share of this additional money," Mr. Strouse admonished, "you would have had $45 million additional billing during 1956." His verdict: "There must have been failure somewhere in the selling job of the magazine medium as a whole."

He noted the ability of individual magazines to tell "brilliant and exciting" stories of their own publications and how they differ from others, but was critical of an inability to relate why national advertisers ought to be in magazines in the first place. Although they could attack "or attempt to" attack tv as well as other media, including radio, publishers by their "ineffective sorties" showed an apparent ignorance of their media —"I might say parenthetically, that I've never heard television people attack other media."

By its very nature, tv's major selling is on the medium itself, explained Mr. Strouse. He thought radio, too, has done its selling job both in its "heyday and when the radio boys encountered the punishing competition of television." He noted, "They got together on a unified drive to sell the radio medium for its adjusted values, and during the past year or so have held their own, with real prospect of exciting, vigorously renewed interest in their medium."

In referring to costs to the advertiser in buying circulation, Mr. Strouse said there was an even more important facet: the "real difference in the kind of depth of impression that is made on the consumer with a four-color bleed page in a national magazine vs. the minute of a commercial on tv or radio or the 1,700-line ad in the daily newspaper."

L&M to Introduce New Oasis

LIGGETT & MYERS Tobacco Co., New York, is introducing a new menthol cigarette named Oasis, which will go on sale this week in Los Angeles and then to the rest of the Pacific Coast. National distribution is expected by next fall. Meanwhile, advertising plans for Oasis through its agency, McCann-Erickson, New York, are being worked out and will be announced within a fortnight. Radio and television spot is expected to be a part of the introductory plan.

Anheuser-Busch Promotes Bien To Brewery Div. Vice President

ELECTION of William Bien as vice president with general supervision of sales, advertising and other functions for the Brewery Div. of Anheuser-Busch Inc., St. Louis, has been announced by August A. Busch Jr., president.

In the newly-created post Mr. Bien, who is general sales manager, will be in charge of all Anheuser-Busch (Budweiser, Busch Bavarian beer) sales, advertising, merchandising, sales promotion and market research. He started with A-H in 1932 as a salesman, was appointed regional sales manager in Chicago in 1951 and promoted to general sales manager last year. R. E. Krings, advertising director, will report to Mr. Bien.

Revised estimates indicate that Anheuser-

Tidewater's Commercials:

DESIGNS & SOUND—BUT NO LITTLE MEN

"WE'RE NOT interested in little men with big noses and funny voices. Frankly, we want the new look."

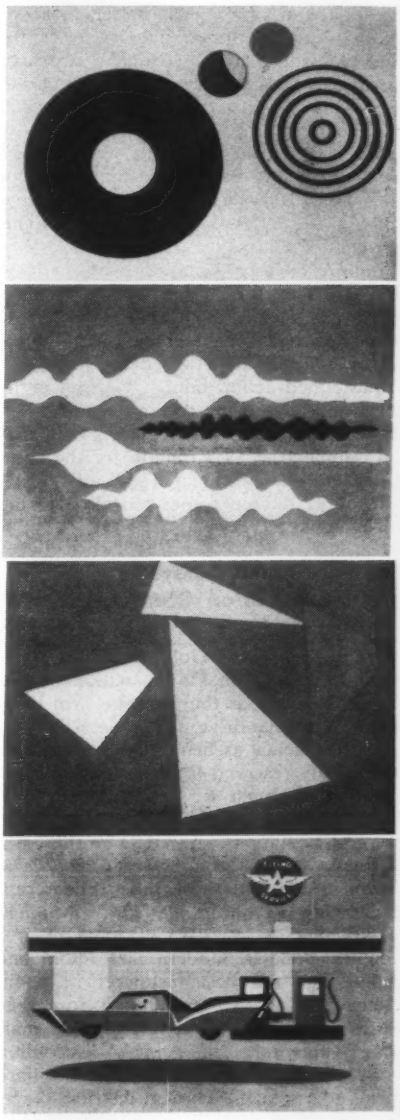
That's what Buchanan & Co., San Francisco, told Harris-Tuchman Productions, Hollywood producer of tv commercials, when H-T asked for a chance to do something for Buchanan's client, Tidewater Oil Co.'s Western Div. The division was planning a tv spot campaign in about 15 western markets.

What Harris-Tuchman conceived — and Buchanan bought, with Tidewater approval—is a 20-second combination of interpretative design and dramatic sound without a word spoken for the first 12 seconds. The spot opens with a pattern of circles of various sizes and colors (the agency is using color tv wherever stations have color film projectors and transmitting equipment) and the sound of a tuba.

The circles twist sideways as the tuba sound comes back as an echoed hum. Then, the pictured forms twist and turn and flow and dissolve, blending into new shapes—triangles, curlicues and curved slices of color and shade—while the sound goes trombone - hum - trumpet - hum - clarinet.

Finally, the flowing motion brings the various forms together into a Fying A gasoline station, while the instruments combine into a musical background for the humming chorus, whose hums become words: "You're in good hands at the sign of the Flying A" (key phrase of Tidewater's 1957 campaign).

The "new look" in tv commercials? Possibly. Unconventional? Certainly. Eye-catching, attention-arresting, interest-holding? Definitely. Sales-creating? With the campaign just starting, it's too early to give the answer to that final, all-important question. But Harris-Tuchman, Buchanan and Tidewater are confidently hopeful that it will be a resounding "Yes."



Busch is now spending about $4.5 million on radio and tv—with roughly 65% of that sum in radio for Budweiser, plus more than $1 million of a $2 million outlay in broadcast media for Busch Bavarian beer, most of it for St. Louis Cardinals' baseball radio-tv coverage. The Budweiser campaign includes radio and/or tv in some 150-160 markets.

Fla. Citrus Ad Director Leaves In Disagreement Over Policy

PAUL S. PATTERSON, advertising director of the Florida Citrus Commission, Lakeland, has resigned following a disagreement on policy. At the time of the resignation the commission deferred action on its $7 million budget and appointed Frank D. Arn, merchandising director, as acting director of advertising.

Mr. Patterson said he was asked to resign after he opposed the product-by-product advertising campaign of Benton & Bowles, which he contends has not kept demand for citrus fruit at a high level. Advertising manager of the Florida Citrus Commission for more than four years, Mr. Patterson advocated a return to the commodity type program," in which consumers were urged in one advertisement to buy Florida oranges—fresh, canned or frozen.

He contends the present program, now two years old, has done "little or nothing" to expand total orange consumption, but rather uses advertising "to switch consumers back and forth from fresh to frozen and from canned to fresh."

Commission representatives were in New York Thursday for a review of next year's plans by its agency, Benton & Bowles. The commission had been seeking ways of cutting the $7 million budgeted for next year but postponed action until a meeting of its budget and advertising committees May 29.

Income, derived from a tax on fruit, has been estimated at $7.3 million for the coming season, and it is feared the advertising figure of $7 million comes too close to the total income.

Old Gold Filter Cigarette Begins Saturation Campaign

P. LORILLARD Co.'s newly-redesigned red-white-gold Old Gold filter cigarette package will begin making its national debut today (Monday) as the cigarette firm kicks off an all-media drive that's described by company officials as being "on a saturation scale usually reserved for new brands."

Through Lennen & Newell, its agency, Old Gold filter will be seen and heard on 107 radio-tv stations, as well as on the CBS-TV lineup of affiliates carrying *The Jackie Gleason Show* and those independent outlets carrying NTA Film Network's *Premiere Performance*.

Jingles, done in modern jazz idiom and highlighting "the best taste yet in a filter cigarette" have been tested for three months in the New York-New England market. At this time, filter pack distribution has been effected in 35 states, and Lorillard expects to complete national distribution by midyear.

IGNITING NBC Radio promotion plans for Columbia Pictures' "Fire Down Below" [AT DEADLINE, May 13] are (left) Matthew J. Culligan, vice president in charge of NBC Radio Network, and Paul M. Lazurus Jr., vice president in charge of advertising and publicity for Columbia Pictures. The Rita Hayworth-Bob Mitchum movie ads will be spotted on a three-week saturation basis on *People Are Funny, Bandstand* and *Monitor*, starting the last week in June.

Pontiac Signs for 10 CBS Shows, Fisher for Craftsman's Awards

PONTIAC MOTORS DIV., General Motors Corp., last week followed through on reports that it was expanding its radio expenditures [AT DEADLINE, May 13] by signing for 30 five-minute "Impact" segments on CBS Radio. The purchase calls for participations in the following CBS shows between this past weekend and June 1: *Robert Q. Lewis Show, Galen Drake Show, Amos 'n' Andy, Gunsmoke, Saturday Night Country Style, Suspense, Johnny Dollar, FBI in Peace and War,* and the *Mitch Miller Show*. The contract was negotiated through MacManus, John & Adams, Bloomfield Hills, Mich.

At the same time, another GM division, Fisher Body, through Kudner Agency, Detroit, signed for sponsorship of the network's exclusive coverage of the Craftsman's Guild annual awards dinner in Detroit July 30, 9:30-10 p.m.

Other advertisers signing with CBS Radio this past week included American Home Foods Div. of American Home Products Inc., through Young & Rubicam, for a weekly 15-minute segment of *Arthur Godfrey Time*, effective July 3 and Cowles Magazines Inc., on behalf of *Look* magazine, for an additional segment of the *Robert Q. Lewis Show* this past Friday. Agency for Cowles is McCann-Erickson.

Phillips Heads L.A. Copy Club

THE Los Angeles Copy Club last week elected three new officers: president, Kal Phillips, J. Walter Thompson; vice president, Bob Humphreys, Foote, Cone & Belding, and secretary-treasurer, Charles Coleman, BBDO. These men will hold office for the next year. Tom Dillon, vice president of BBDO, is the outgoing Copy Club president.

'Chicago Tribune' Schedules Advertising-Distribution Meet

SPEAKERS for the *Chicago Tribune's* eighth annual advertising and distribution forum today (Monday) and tomorrow have been announced, with 21 business leaders scheduled to discuss aspects of marketing.

The opening session Monday will evaluate marketing, under chairmanship of Fairfax Cone, president of Foote, Cone & Belding. Panelists will include W. B. Potter, advertising director, Eastman Kodak Co.; Edward R. Taylor, vice president, Motorola Inc.; Herbert B. West, vice president, BBDO, Peter G. Peterson, vice president, McCann-Erickson Inc.; Virgil Martin, vice president and general manager, Carson, Pirie, Scott & Co., and John A. Howard, associate professor of marketing, U. of Chicago.

A Tuesday morning session on marketing in retailing, moderated by Fred C. Hecht, general retail merchandise and sales manager at Sears, Roebuck & Co., will include L. O. Naylor, vice president and general merchandise manager, Montgomery Ward & Co.; George Clements, president of Jewel Tea Co.; James Moran, Courtesy Motor Sales; Milton D. Faber, president, Stineway Drug Co.; Sol Polk, president of Polk Bros., and Hermann Stephens, vice president, Henry C. Lytton & Co.

Vincent Bliss, president of Earle Ludgin & Co., will be chairman of the afternoon panel on imaginative and creative communication of ideas to the consumer. Participants will be Barton A. Cummings, president Compton Adv. Inc.; Clarence Hatch Jr., executive vice president, Campbell-Ewald Co.; Richard T. Cragg, sales manager, R. Cooper Jr. Inc.; Hal Stebbins, president, Hal Stebbins Inc.; William Tyler, vice president, Leo Burnet Co.; Mrs. Edward L. Bernays, public relations counsel.

In announcing the agenda, Walter C. Kurz, *Tribune* advertising manager, pointed out that a new marketing concept has emerged with unification of advertising and selling into a single function.

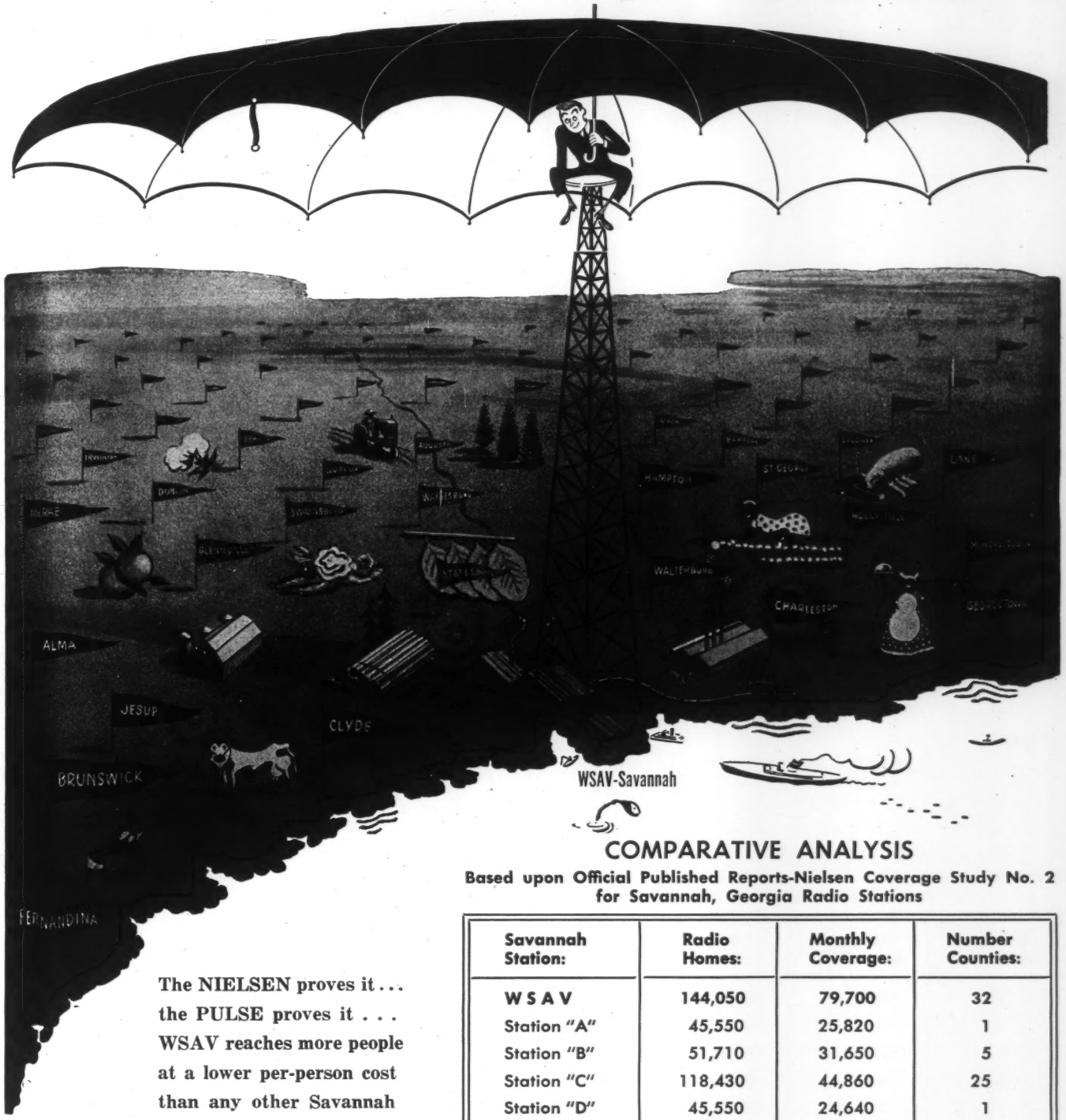
Jewel Tea Chooses North Adv. For Tv Ads & Market Research

JEWEL TEA CO., Melrose Park, Ill., has appointed North Adv. Inc. to handle television advertising for its stores and to conduct a series of consumer research assignments, the agency announced Thursday.

James Green, member of North's account staff, will supervise Jewel services in addition to "regular account management responsibilities." North also will consult with Jewel on print and special projects. Jewel uses program and spot announcements in Chicago only, where it maintains 180 stores (though it has truck distribution of products in some 43 states). Christiansen Adv. Agency will continue to handle Jewel radio advertising.

North simultaneously announced the addition of Arnold Paley, from Henri, Hurst & McDonald, Chicago, to its creative staff. Mr. Paley is a copywriter specializing on food, appliance and soft goods accounts.

We've got 'em covered



The NIELSEN proves it . . . the PULSE proves it . . . WSAV reaches more people at a lower per-person cost than any other Savannah medium!

COMPARATIVE ANALYSIS

Based upon Official Published Reports-Nielsen Coverage Study No. 2 for Savannah, Georgia Radio Stations

Savannah Station:	Radio Homes:	Monthly Coverage:	Number Counties:
W S A V	144,050	79,700	32
Station "A"	45,550	25,820	1
Station "B"	51,710	31,650	5
Station "C"	118,430	44,860	25
Station "D"	45,550	24,640	1
Station "E"	117,140	66,050	24

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—51,698	Savannah Newspaper "E"—23,589

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

Television's One-Book Reference Library

B•T's annual Telecasting Yearbook-Marketbook is revving up. Deadline is June 22 for advertising reservations. As in previous issues, the new book will present a vast collection of important, useful data about the entire tv profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of services related to tv, of agencies and their tv accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Marketbook except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reservation as early as possible. Regular space rates apply. 15,000 circulation. Further details upon request to B•T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T's bureaus.

Deadline: June 22!

'Court of Last Resort' Series Bought by Old Gold on NBC-TV

P. LORILLARD Co. (Old Gold cigarettes) will sponsor *Court of Last Resort* on NBC-TV as a Friday evening series, starting Oct. 4. The series is based on cases investigated by the seven-man court, founded by mystery writer Earle Stanley Gardner and Harry Speeger, publisher of *Argosy* magazine, for the purpose of freeing wrongly convicted prisoners.

Other members of the court are Raymond Schindler, private detective; Dr. LeMoyne Snyder, author and expert in the field of legal medicine; Alex Gregory, psychiatrist and expert in the use of the lie detector; Marshall Houts, professor of police science at Michigan State U.; Park Street Jr., trial lawyer and past president of the Texas Law Enforcement Foundation. Real names of the court members will be used in the telecasts, but they will be portrayed by actors.

The series, to be filmed in Hollywood by Paisano Productions, will be produced by Jules C. Goldstone, chosen because of his legal background and his experience in motion pictures as a literary representative. Arrangements for the sponsorship were made by Lennen & Newell, agency for Old Gold.

Paisano Productions is headed by Gail Patrick Jackson, actress turned producer and wife of Cornwell Jackson, vice president and manager of the Hollywood office of J. Walter Thompson Co. Time is 8-8:30 p.m. Friday. The cost of the 39 filmed telecasts to Lorillard is estimated at $4.5 million for production and time.

Ideal Toys to Promote Doll In 16 Cities With Tv Spot

IDEAL TOY Corp., New York, which last year promoted a Revlon doll, kicked off a 16-city tv spot campaign last week on behalf of a 10½-inch miniature version of the doll, this one called "Little Miss Revlon." Ideal is using 26 top-rated children's programs, e. g., *Our Gang, Looney Tunes, Popeye,* showcasing "Little Miss Revlon" in one-minute film participations. Ideal has an agreement with Revlon Products Corp. (cosmetics) to use the Revlon name for its doll.

Ideal tested its campaign last month via WRCA-TV New York and WXYZ-TV Detroit and found it to be "so successful," to quote one Ideal official, that the firm has decided to "go national." The move is slightly irregular for the doll industry, which usually saves its big tv push for the pre-Christmas season. At present, it is spending $40,000 on tv spots alone and expects to double that figure by mid-June, "assuming no snags develop." Grey Adv., New York, is Ideal's agency.

R&R Reorganizes Chicago Copy

CLOSER integration of creative and copy services is being announced today (Monday) by Ruthrauff & Ryan's Chicago office with the reorganization of its copy department and key appointments.

Jack Friedman has been named copy chief and three others—James Beardsley, William Rooks and George O'Leary—copy group heads, it is being announced by H. B. Groseth, executive vice president in charge of the agency's Chicago office. They will work closely with William P. Littell, senior vice president for creative services. The appointment of Mr. O'Leary, veteran R&R copy executive, marks his return to the agency.

Texaco Buys Weather Series For Seafarers on WSTC, WGSM

THE Texas Co. (Texaco) last Friday started a series of special summer weathercasts for small boat owners, using a series of 394 weathercasts plus one-minute commercial messages on WSTC Stamford, Conn., and WGSM Huntington, N. Y. Seventeen spots are being used in an average week with an additional eight to be placed on Memorial, Independence and Labor Days. The series ends Oct. 12.

With these weathercasts, Texaco covers Long Island Sound and the Great South Bay. Texaco waterfront dealers (estimated at 50 in the broadcasts' range) are supporting the series with poster display cards that will give exact time schedules. The weathercasts present various technical information necessary to seafarers. They are prepared with the advice and help of Ernest J. Christie, meteorologist in charge of the U. S. Weather Bureau in New York and Al Kanrich, chairman, Weather Courses committee, U. S. Power Squadrons. Cunningham & Walsh, New York, is Texaco's agency.

ANA Sets Ad Research Workshop

THE third annual advertising research workshop will be held Thursday at the Plaza Hotel, New York, the Assn. of National Advertisers has announced. Theme of the program will be "How to Use Research in Planning and Measuring Your Advertising." On the program is "A New Creative Approach to Testing Tv Commercials," a talk by Albert Shepard, executive vice president, Institute for Motivational Research.

Seven-Up to Saturate N. Y. With 800-Spot Radio Drive

SEVEN-UP Co. and New York area bottlers of the soft drink have announced plans for a week-long campaign on New York area radio stations beginning Saturday. J. Walter Thompson Co., Chicago, agency for Seven-Up, says it is the biggest mass saturation buy in local radio history and largest single-week, single-market product campaign Seven-Up has ever conducted.

Selected to carry seven announcements every hour from 7 a.m. to midnight through May 31 are WCBS, WOR, WRCA, WMCA, WINS, WNEW, WOV, WHOM and WQXR, all New York, and WPAT Paterson, N. J. The advertiser expects its 800 live and transcribed spots to reach 7 million radios (home and auto) in 24 counties.

How Tv Affects Trademarks

TELEVISION has exerted a "tremendous influence" on trademarks, Sigrid H. Pedersen, attorney for J. Walter Thompson Co., New York, told the U. S. Trademark Assn. meeting in Chicago last week. She said that in food and groceries alone more than 80% of the manufacturers made a "trademark or package change of some kind" during the last two years largely because of tv and super-market retailing. Noted Miss Pedersen: "Each advertisement contributes to that complex symbol which is summed up in the buyer's mind by the trademark. And so the trademark should lend itself to advertising's most effective techniques."

NETWORK BUYS

Ronson Corp., Newark, set to sponsor two of five weekly quarter-hours in NBC-TV's forthcoming *NBC News* series, which starts in Mon.-Fri. 6:45-7 p.m. EDT spot in September. Agency: Norman, Craig & Kummel, N. Y.

U. S. Rubber Co., N. Y., renews sponsorship of *Navy Log* for 1957-58 season, when series moves to Thursday 10-10:30 p.m.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,673,000 people in the U. S. over 12 years of age during the week, May 5-11. This is how they spent their time:*

63.6%	(78,020,000) spent	1,565.6 million hours	WATCHING TELEVISION
53.0%	(65,017,000) spent	952.5 million hours	LISTENING TO RADIO
78.9%	(96,789,000) spent	382.2 million hours	READING NEWSPAPERS
27.5%	(33,735,000) spent	138.5 million hours	READING MAGAZINES
20.8%	(25,516,000) spent	226.2 million hours	WATCHING MOVIES ON TV
33.5%	(41,095,000) spent	168.5 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

EDT, over ABC-TV, starting Oct. 17. Series currently is presented Wednesday, 8:30-9 p.m. and will continue in this time period for summer. Agency: Fletcher D. Richards Inc. *Navy Log* is produced by Gallu Productions Inc. in cooperation with U. S. Navy.

Associated Products (5 Day pads, stick and roll-on deodorants), N. Y., signed to co-sponsor ABC-TV's *Broken Arrow* (Tuesday, 9-9:30 p.m. EDT) starting June 4. Series sponsored on other weeks by Miles Labs through Geoffrey Wade Adv. Agency for Associated Products: Grey Adv., N. Y.

Ronson Corp. (cigarette lighters), Newark, N. J., signs to sponsor NBC-TV's *NBC News* two nights a week next season beginning Sept. 23. Show to be telecast next season at 6:45 and 7:15 p.m. Agency: Norman, Craig & Kummel, N. Y.

Bristol-Myers Co., N. Y., signed to sponsor *Arthur Murray Party* starting July 1 Monday 9:30-10 p.m., EDT when NBC-TV show moves to new evening time for summer. Show currently is aired Tuesday 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

Eastman Kodak Co., Rochester, renews ABC-TV's *Ozzie and Harriet* (Wed., 9-9:30 p.m. EDT), through J. Walter Thompson Co., N. Y.

Midas Inc. (automobile mufflers), Chicago, extends its current sponsorship of *Paul Harvey News* on ABC Radio, Mon. through Fri. 6:30-6:35 p.m. EDT, to 52 weeks.

Institute of Men's Wear is entering network radio for first time in mid-August. Institute will promote its message during weather programs on NBC Radio's weekend *Monitor* service. Contract, placed through BBDO, New York, will run through October.

SPOT BUYS

Bavarian Brewing Co., Covington, Ky., launching 26-week saturation radio spot campaign May 20 via four stations in Cincinnati and Dayton using about 200 announcements weekly. Agency: Calkins & Holden, N. Y.

U. S. Rubber Co. (MH 30, plant insecticide) buying into farm programs in tobacco area, starting May 20 for eight weeks. Agency: Fletcher D. Richards Inc., N. Y.

California Oil Co., Perth Amboy, N. J., beginning heavy tv spot campaign to run to end of summer in 18 northeastern markets to introduce new high octane gasoline, Calso Supreme 300-Plus. Agency: BBDO, N. Y.

McKesson & Robbins, N. Y., announces plans for radio and tv campaign for its Tartan sun tan lotion June 10 with intensive spot broadcasts in 30 major markets over five week period. Agency: Dancer-Fitzgerald-Sample, N. Y.

A&A SHORTS

Hoffman & York Inc., Milwaukee, announces move of quarters from 808 N. 3rd St., to 5130 W. Vliet St. Telephone: Spring 1-2600.

PAY TV WOULDN'T HURT MOVIES

- **Investment firm survey sizes up Hollywood majors**
- **Sees toll tv replacing networks as movies customer**

IT will be the commercial tv network rather than the theatre exhibitor or the Hollywood motion picture producer who will fall "victim" to a "successful" subscription tv operation.

This opinion was voiced in an investment survey, "The Value Line," released last week by Arnold Bernhard & Co., New York, investment firm.

The special treatment afforded subscription tv was because of "talk that the FCC will soon license" the pay-as-you-see system.

The Bernhard survey encompasses the "amusement industry" in general (motion picture firms mainly) and the status of the "majors," namely American Broadcasting-Paramount Theatres (owner of ABC-TV Division and ABC Radio), Columbia Pictures Corp. (Screen Gems is subsidiary), Loew's Inc. (MGM-TV is a division), Paramount Pictures Corp. (various interests in tv, including International Telemeter, a pay tv system), Twentieth Century-Fox (interest in NTA Film Network) and Warner Bros. All except Paramount Pictures have released "old" features to tv.

Earlier this year in a similar evaluation of the motion picture industry, Bernhard found a trend of Hollywood ascendancy over television [B•T, Feb. 18], saw movie stocks as "excellent hunting grounds for risk-taking investors seeking generous current income," and predicted "a prosperous year in 1957" for the movie industry.

Among the various findings:

• Paramount Pictures can be expected soon to announce sale of its pre-1948 feature film library to tv with an estimated net to the company of some $30 million (or $15 per share) after taxes.

(A deal apparently is not "imminent" for sale to tv by Paramount Pictures of its big backlog of pre-1948 feature product. Though the Bernhard survey last week indicated such a sale could be expected "within the next few weeks" [after May 6], Paul Raibourn, Paramount's vice president, said in New York that no negotiation is about to be concluded, adding certainly not in the "next two weeks.")

• The broadcasting arm of AB-PT last year had a gross income only 2% less than that of the theatre circuit. Had tv revenues at ABC "extended their vigorous growth trend throughout 1956," they would have exceeded the theatre receipts last year. But because of failure to increase overall time sales in the current broadcast season and since theatre attendance is registering gains, there is doubt whether broadcast income will pass AB-PT's theatre receipts this year.

The investment firm based its subscription tv evaluation on the belief that the products of Hollywood producers would be "well qualified" for presentation on pay tv, thus opening up new territories; that theatre owners could take part by showing subscription tv movies via cable at a cost probably less than that of building new theatres, and that motion picture theatre attendance will hold up because people want to "step out" and enjoy the type of recreation and variety that can be supplied by quality features in theatres—"no foreseeable home tv set can duplicate these advantages."

The investment survey reported: "We believe that the present uptrend in box office receipts is not of a fleeting nature (especially since a substantially larger number of quality features will be forthcoming during the summer months) and reiterate our previous prediction that 1957 will be a prosperous year for the motion picture industry."

Among the producers, Paramount Pictures and Twentieth Century-Fox were named specifically as most likely to show "wide advances in net operating earnings."

Here is a rundown of the motion picture leaders in summary form:

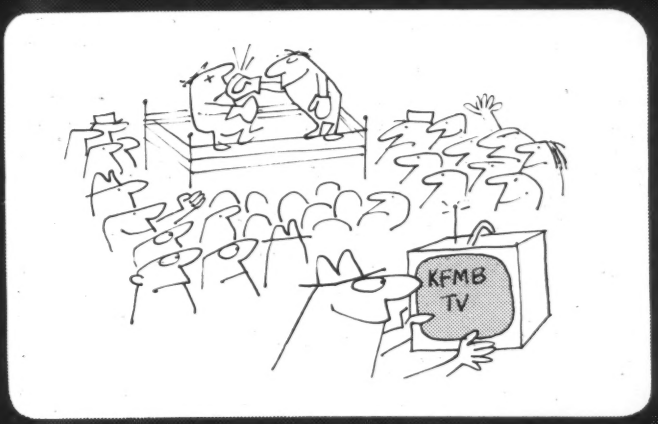
American Broadcasting-Paramount Theatres—Owner and operator of largest motion picture chain in U. S. and third largest radio and tv network. Earnings comparisons probably will "turn favorable again" in the second half of this year. ABC-TV has strengthened its format for the next season and has sold the "greater portion" of its time to advertisers. Movie attendance is likely to show a "persistent uptrend," boosting AB-PT's theatre receipts. Company's average annual revenues are projected to $300 million for 1960-62, based on a national disposable income of $345 billion. While not suitable for investment-grade portfolios, AB-PT represents an "interesting holding in diversified accounts for generous current income and prospect of long-term capital growth."

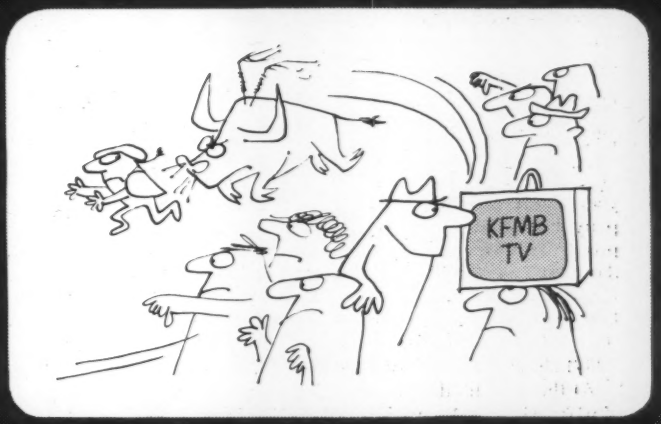
Columbia Pictures—In addition to motion picture production and distribution, it has Screen Gems Inc., a subsidiary that produces films including commercials for tv and sells and distributes Columbia's film library to tv. About 45% of Columbia's revenues originate abroad.

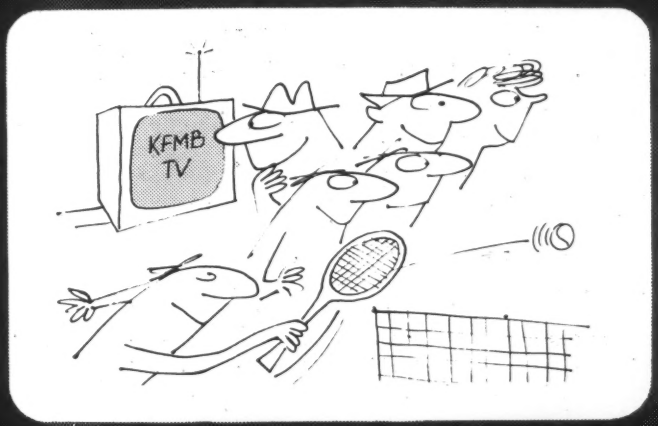
Columbia has trouble at its domestic box offices this year, but sales by foreign subsidiaries and Screen Gems have improved. Screen Gems' revenues may be more than 50% above last year's $11 million. Though earnings are improving, they are not doing so in proportion to the growth in sales. This is because Screen Gems makes only nominal income on original runs of tv films it creates while principal profits are expected from syndication and reruns (effect of the latter "may be several years away"). Lease income from film rental to tv is expected to bring both growth and stability to future earnings. Columbia's projected average annual sales: $110 million in the 1960-62 economy.

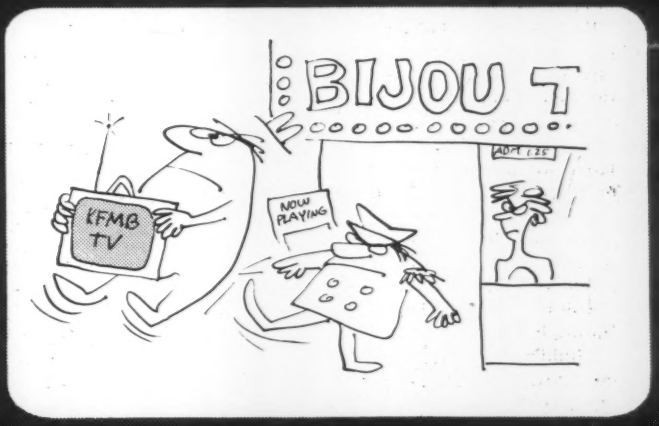
Loew's Inc.—The last fully integrated producer, distributor and exhibitor of motion pictures, the company is divesting itself of theatres this year. Theatres account for about 40% of Loew's revenues, the re-

We're Almost Everywhere in Active San Diego









48 of the 50 top shows in San Diego are on KFMB-TV.

Channel 8 has 27% more audience in San Diego than all other stations combined.

Channel 8 leads 95% of all evening ¼-hr's in San Diego.*

* *Nielsen TV Report, Feb., 1957.*

KFMB 8 TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by
Edward Petry & Co., Inc.

SAN DIEGO

America's more market

mainder mostly accounted for by motion pictures under MGM trademark. Of film earnings, foreign revenues account for about 40%. Earnings have declined even though rental income from the leasing of old MGM films to tv has been included for second quarter of fiscal 1957. Major problem seems to be an inability to turn out sufficient top-flight films to make its production activities profitable.

Improvement in Loew's financial status can be expected to be slow but the company gradually is building up a solid core of earning power from its theatre business and film rentals. "Rising tv rentals and more ambitious film production schedules" could increase revenues to an annual average $210 million in the hypothetical economic environment of 1960-62.

Paramount Pictures—Among the majors, this is the holdout of feature product to tv. About 50% of its total revenues are derived abroad. Company appears attractively priced relative to its asset value. Should the sale of the fully-amortized film library materialize, prospective net capital gain would lift the stock's book value to at least $55 (from $33). Projection of annual income to 1960-62 economy: $150 million.

Twentieth Century-Fox—Primarily a producer and distributor of feature films, the firm owns Cinemascope and has 50% interest in NTA Film Network. Last year the company did not realize any profit from its principal business of motion picture production but derived its showing in earnings from "secondary" sources. The latter are likely to make larger contributions to overall profits this year. Secondary sources include tv, oil wells and foreign theatre subsidiaries. Company this year will be obtaining more than $1 a share net income from leasing tv rights to its old films and may share some of the profits from NTA Film Network.

Twentieth Century-Fox also is "stepping up its production of half-hour filmed series and "under existing contracts with television networks, it is virtually guaranteed a satisfactory return from these investments." Profit from the production and distribution of feature pictures this year can be expected to be "substantial." Projection of annual income to the 1960-62 economy: $150 million.

Warner Bros.—Second quarter of fiscal year can be expected to show "very disappointing results" but a recovery in company revenues and earnings is expected to begin in the last fiscal quarter of this year and extend well into fiscal 1958. Warner Bros. obtains about 40% of its revenues in foreign markets. In addition to motion picture production and distribution, company through subsidiaries operates a music publishing business and holds minority interest in a major British theatre chain. Projection of annual revenues to 1960-62 economy: $92 million.

Guild Films Climb Described by Kaufman

GUILD FILMS Co. stockholders, who last year learned to their sorrow that the company had made only about an $8,000 net profit, came in for some very happy news Saturday as Guild President Reuben R. Kaufman announced that the firm for the first three months of the current fiscal year (December 1956 and January-February 1957) showed a profit of $155,349.49.

At the stockholders' meeting, held in New York's Hotel Delmonico, Mr. Kaufman also reported that sales for the first six months of the current fiscal year (Dec. 1, 1956-Nov. 30, 1957) came to $10 million, meaning that for the first half of the year, Guild increased by approximately 320% the total 1956 sales volume of $3.5 million.

Furthermore, he expressed every confidence that sales might touch $20 million by Nov. 30. The profit picture also looks very healthy. Mr. Kaufman told the shareholders, because of the very nature of these sales. Since the sales made to date will be played off during the next five and a half years, net profits—"barring unforeseen developments" —will in all probability be maintained in the future, he said.

Guild's inventory, Mr. Kaufman went on, now covers virtually all types of programming. In the can are 230 musicals films (e.g., Liberace, Frankie Laine, Florian Zabach, etc.); 169 mysteries (e.g., *The Adventures of Sherlock Holmes, I Spy*, etc.); 286 dramatic and comedy shows (e.g., *Molly, Life With Elizabeth);* 364 cartoons (*Looney Tunes* and the Walter Lantz products), and 500 children's shows (Tim McCoy, etc.).

Upcoming this year are four new series, one of which will be a second group based on stories by the late Jack London. This one will be titled *Smoke Bellew* and will be based on London's Alaskan stories. (The first series, *Captain David Grief*, so far has racked up $1.7 million in sales.) Of the remaining three series, two probably will be produced outside of the U. S.

Though production is uppermost in Guild's corporate mind, Mr. Kaufman declared, his firm will not tackle a new series until its salability has been proven. Furthermore, it will continue to concentrate on enlarging its distribution and expects to enter into co-production with outside firms.

Guild management, he asserted, will make full use of its "proven patterns" of sales and exploitation. Guild now is in the position to sell one program nationally, while syndicating another series and selling yet another in package form—all at the same time. This formula, he said, is applicable for a two- to four-year period. After that, stations may still buy Guild properties on a multiple re-run basis.

Guild also is expanding its operations outside of the U. S. proper. Next month, its expects to open a New Mexico City office to service the Latin American market, thus giving it a third foreign sales branch. The other two are located in London and Toronto.

While the firm intends to diversify its sphere of operations, diversification, Mr. Kaufman declared, will take place only in "related activities." He told shareholders of the firm's intention to consummate its purchase of last May for WMAM and WMBV-TV Marinette, Wis. Because of the lapse of time between last spring and now, Mr. Kauman explained, conditions and terms of the purchase will have to be renegotiated.

He also revealed that Guild currently is negotiating with a major Hollywood studio for acquisition of back-issue films that eventually will be distributed by Guild. While expressing hope that this deal will be concluded in the near future, he declined to name the studio in question. He also took note of Guild's current talks with Product Services Inc., a New York advertising agency, which is reported to be on the verge of announcing a major tv film project [B•T, May 13].

Naroff of Trans-Lux Dies

FUNERAL services were held in Brooklyn last Wednesday for Al Naroff, 46, West Coast manager of Trans-Lux Television Corp., who died suddenly May 10 after a heart attack while on a business trip.

RKO Tv, Rountree Merge; Latter to Use RKO Facilities

RKO Television and Rountree Productions Inc., last week announced a merger with the implication that RKO Television will be placing its film production facilities at the disposal of Rountree.

Meanwhile, RKO Television can be expected soon to announce a new national sales pattern for its tv shows.

Both moves involve Adolf N. (Abe) Hult who only recently was appointed special sales consultant for RKO Television. Mr. Hult will act as coordinator for RKO in the RKO-Rountree arrangement, while Rountree Productions will be represented by Oliver Presbrey, president, and Bob Novak, executive vice president.

In addition to providing production for Rountree, RKO Television will act as exclusive sales representative for Rountree shows. Among these: *Leave It to the Girls*, live tv panel show; *This House Is Haunted* and *Mike the Magic Cat*, both to be filmed.

Television Programs of America Adds Three Account Executives

WALTER K. NEILL, Hugh M. Simpson and Stan Byrnes have joined Television Programs of America Inc., New York, as account executives. In announcing these additions last week, Michael M. Sillerman, executive vice president of TPA, said Mr. Neill would headquarter in Detroit, Mr. Simpson in New Orleans and Mr. Byrnes will be on a roving assignment.

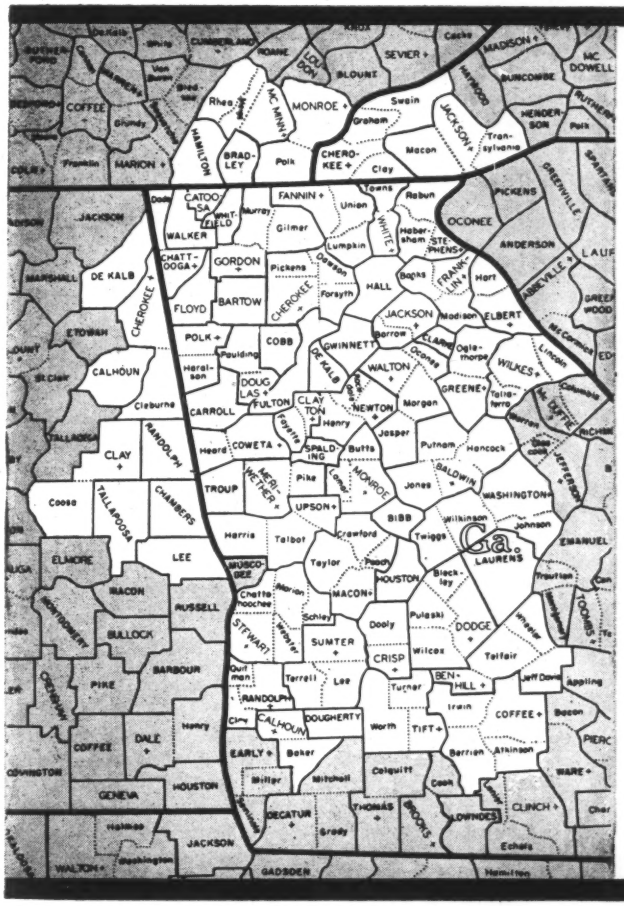
Mr. Neill formerly was head of his own advertising and public relations agency in Los Angeles, was an account executive with Ruthrauff & Ryan in that city and then served four years in the U. S. Foreign Service. He was with the U. S. Embassy in London and the U. S. legations in Cairo, Canberra, Australia and the Phillipines.

Mr. Simpson formerly was with WALA-TV Mobile, Ala., and the L. M. Berry Co. as sales supervisor.

Mr. Byrnes formerly was with WOR-TV, Louis G. Cowan Inc. and was sales manager of Pathe Pictures, all in New York.

According to the Nielsen Coverage Service Number 2

WSB-TV the dominant Georgia station



The map shows WSB-TV effective coverage area as determined by Nielsen (March-May, 1956). 136 counties with 536,690 viewer families are covered by WSB-TV. No other Atlanta television station covers as many counties; no other is viewed by as many families.

In the 50% or better penetration areas:

WSB-TV covers 100 counties
25% more than Station B
72% more than Station C

WSB-TV viewed by 419,810 families
7% more than Station B
24% more than Station C

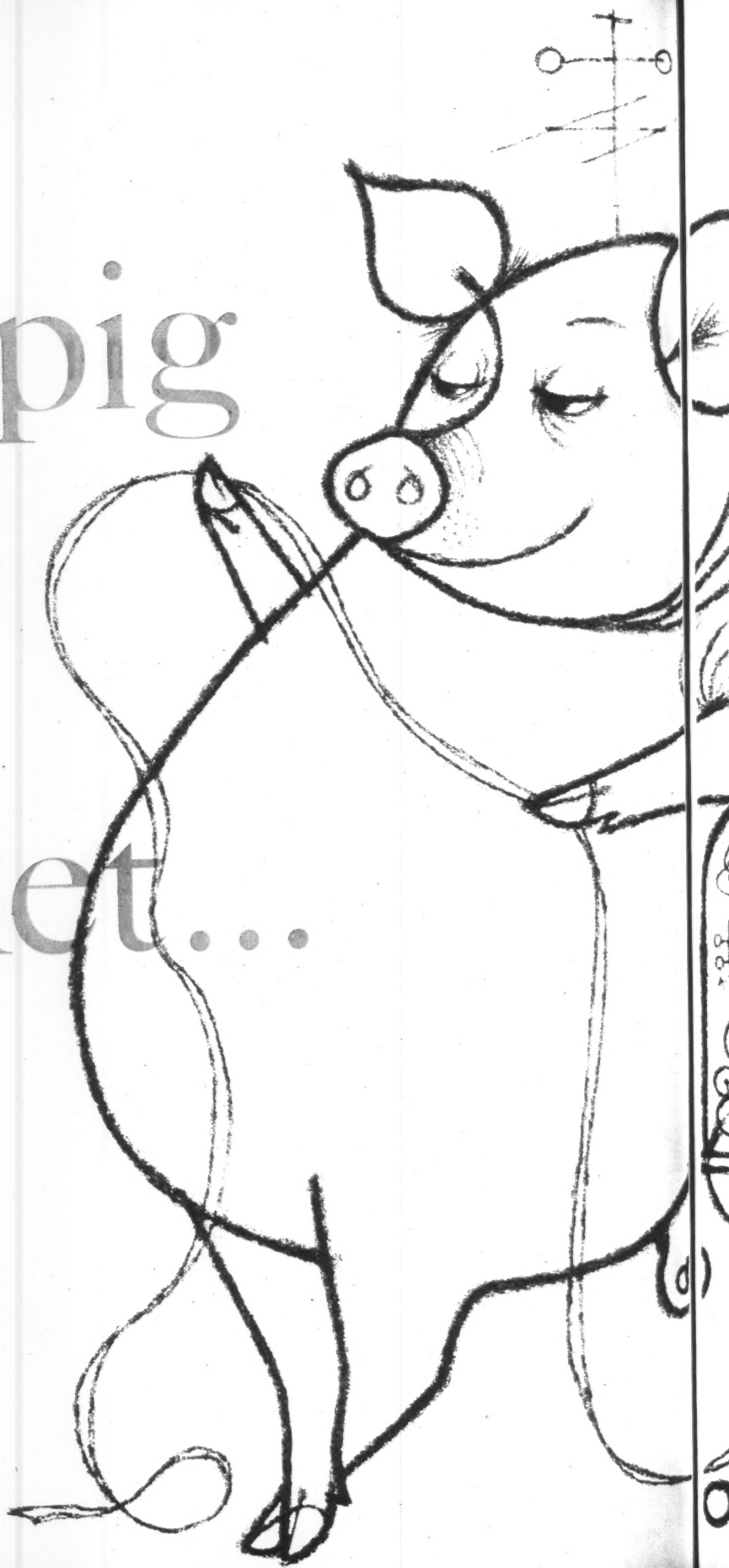
RETAIL SALES*—In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of $2,209,524,000. This is $135,277,000 more than Station B, and $456,271,000 more than Station C. For complete details of the Georgia NCS study contact your Petry man. Get more for your money in Georgia. Get on WSB-TV.

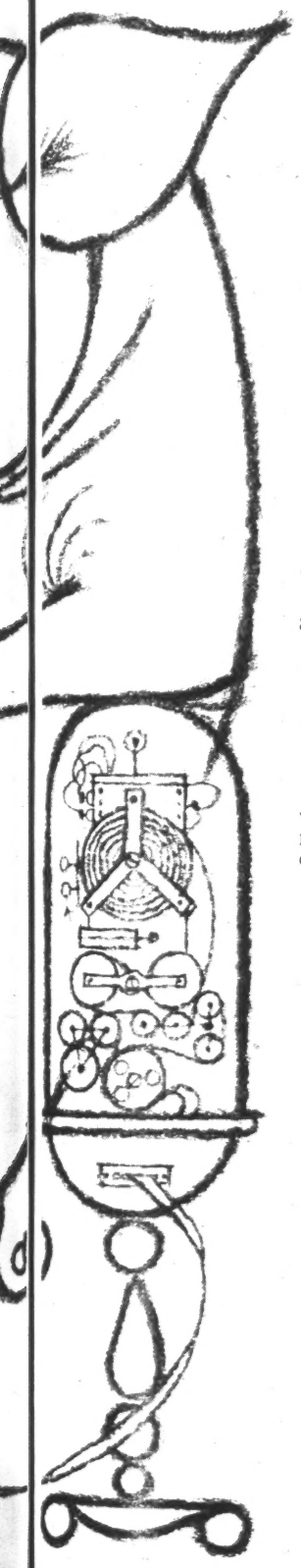
**SRDS Consumer Markets*

"White Columns" is the home of WSB Radio and WSB-TV

WSB-TV
ATLANTA

This little pig went to market...





. . . thanks to KOIN-TV. And his stock soared. Let agencyman W. J. Mackay of Miller, Mackay, Hoeck and Hartung tell you the real-life success story of Bar-S Holiday Ham, a luxury item in search of a market.

"Bar-S was virtually unknown in the Portland, Oregon market, and had major competition to overcome. We tried various advertising approaches, but none succeeded, until we turned to television, on KOIN-TV. Then, the consumer demand was so marked—and so immediate—that Bar-S was able to increase its distribution widely, not only in Portland but throughout the entire valley area. As a result, Bar-S enjoyed a healthy *60% sales increase* in 1956 over 1955...all the more impressive when you consider that it was accomplished in a period of slightly over six months!"

Unusual? Not at all. Bar-S Holiday Ham is no different from the hundreds of other products and services, large and small, which expand their markets and create new markets by using one or more of the 13 television stations (and the regional network) represented by CBS Television Spot Sales. *Good spot to be in!*

Representing: WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, WXIX Milwaukee, KOIN-TV Portland (Ore.), WHCT Hartford, and the CBS Television Pacific Network

CBS Television
Spot Sales

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN APRIL

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top selected to represent all parts of the country with rated syndicated film programs in 10 major markets. various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	19.4
2.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	12.9
3.	*Celeb. Playhouse*	(Scr. Gems)	Tues. 7:00	WRCA-TV	12.7
4.	*Whirlybirds*	(CBS Film)	Thurs. 7:30	WPIX	11.8
5.	*Death Valley*	(McC-E)	Wed. 7:00	WRCA-TV	11.6
6.	*Rosemary Clooney*	(MCA-TV)	Sat. 7:00	WRCA-TV	10.8
7.	*Popeye*	(AAP)	Sun. 4:30 M-F 6:00 Sat. 5:30	WPIX	10.3
8.	*Superman*	(Flamingo)	Tues. 6:00	WABC-TV	9.0
9.	*Looney Tunes*	(Guild & AAP)	Mon.-Sat. 6:30	WABD	8.7
10.	*Abbott & Costello*	(MCA-TV)	Sat. 7:00	WPIX	8.3

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley*	(McC-E)	Sat. 7:00	KRCA	17.8
2.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	16.1
3.	*Life of Riley*	(NBC Film)	Mon. 8:30	KTTV	15.4
4.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	14.2
5.	*Mr. D. A.*	(Ziv)	Sat. 9:00	KTTV	13.5
6.	*Whirlybirds*	(CBS Film)	Mon. 7:30	KHJ-TV	13.1
7.	*Popeye*	(AAP)	Mon.-Fri. 7:00	KTLA	12.4
7.	*Science Fiction*	(Ziv)	Mon. 8:00	KTTV	12.4
8.	*Man Called X*	(Ziv)	Mon. 8:30	KHJ-TV	12.0
9.	*Buffalo Bill Jr.*	(CBS Film)	Fri. 6:00	KABC-TV	11.9
10.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	11.8

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-TV)	Wed. 9:30	WNBQ	22.4
2.	*Sheriff of Cochise*	(NTA)	Fri. 7:30	WNBQ	16.1
3.	*Superman*	(Flamingo)	Fri. 6:00	WGN-TV	15.8
4.	*Secret Journal*	(MCA-TV)	Sat. 10:00	WNBQ	15.2
5.	*Studio 57*	(MCA-TV)	Mon. 9:30	WBKB	14.4
6.	*Soldiers of Fort.*	(MCA-TV)	Mon. 6:00	WGN-TV	13.7
7.	*Wild Bill Hickok*	(Scr. Gems)	Tues. 6:00	WGN-TV	13.5
8.	*Buffalo Bill Jr.*	(CBS Film)	Thurs. 6:00	WGN-TV	12.8
8.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	12.8
8.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	12.8
9.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	12.1
10.	*City Detective*	(MCA-TV)	Fri. 9:30	WGN-TV	12.0

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	24.5
2.	*Brave Eagle*	(CBS Film)	Fri. 6:00	WMAL-TV	18.3
3.	*Wild Bill Hickok*	(Scr. Gems)	Thurs. 7:00	WRC-TV	18.2
4.	*Superman*	(Flamingo)	Tues. 7:00	WRC-TV	16.8
5.	*Ramar*	(TPA)	Wed. 7:00	WTOP-TV	15.7
6.	*Frontier*	(NBC Film)	Sat. 10:30	WTOP-TV	15.4
7.	*Soldiers of Fort.*	(MCA-TV)	Mon. 7:00	WTOP-TV	15.3
8.	*Annie Oakley*	(CBS Film)	Fri. 7:00	WTOP-TV	13.4
9.	*Jungle Jim*	(Screen Gems)	Wed. 6:00	WMAL-TV	12.6
10.	*Buffalo Bill Jr.*	(CBS Film)	Thurs. 6:00	WMAL-TV	12.3

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	24.8
2.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	19.2
3.	*Search For Adven.*	(Bagnall)	Mon. 9:30	WTCN-TV	17.8
4.	*Death Valley*	(McC-E)	Sat. 6:00	WCCO-TV	17.0
5.	*Studio 57*	(MCA-TV)	Wed. 9:30	KSTP-TV	14.3
6.	*Wild Bill Hickok*	(Scr. Gems)	Sat. 5:30	WCCO-TV	13.7
7.	*Highway Patrol*	(Ziv)	Thurs. 10:30	KSTP-TV	13.6
8.	*Superman*	(Flamingo)	Sun. 4:30	WCCO-TV	13.3
9.	*Badge 714*	(NBC Film)	Tues. 10:30	KSTP-TV	13.1
10.	*Rosemary Clooney*	(MCA-TV)	Sun. 5:00	WCCO-TV	12.5

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Life of Riley*	(NBC Film)	Thurs. 7:30	KING-TV	38.6
2.	*Search For Adven.*	(Bagnall)	Sat. 7:00	KING-TV	35.0
3.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	33.3
4.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	30.8
5.	*Death Valley*	(McC-E)	Thurs. 9:00	KOMO-TV	25.1
5.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	25.1
6.	*Kingdom of Sea*	(Guild)	Tues. 7:00	KOMO-TV	23.4
7.	*Last of Mohicans*	(TPA)	Wed. 6:00	KING-TV	21.5
8.	*Annie Oakley*	(CBS Film)	Fri. 6:00	KING-TV	20.6
9.	*Wild Bill Hickok*	(Scr. Gems)	Thurs. 6:00	KING-TV	19.4
10.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	19.1

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	28.3
2.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	23.2
3.	*Soldiers of Fort.*	(MCA-TV)	Thurs. 7:00	KYW-TV	22.6
4.	*Frontier*	(NBC Film)	Sat. 10:30	WJW-TV	21.7
5.	*Death Valley*	(McC-E)	Sat. 7:30	WJW-TV	19.2
6.	*State Trooper*	(MCA-TV)	Mon. 10:30	KYW-TV	18.0
7.	*Range Rider*	(CBS Film)	Sun. 7:00	WEWS	17.8
8.	*Annie Oakley*	(CBS Film)	Sat. 6:30	WJW-TV	16.6
9.	*Science Fiction*	(Ziv)	Tues. 7:00	KYW-TV	16.5
10.	*Studio 57*	(MCA-TV)	Fri. 7:00	KYW-TV	16.3

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Badge 714*	(NBC Film)	Mon. 7:00	WSB-TV	30.1
2.	*Superman*	(Flamingo)	Wed. 7:00	WSB-TV	28.2
3.	*Highway Patrol*	(Ziv)	Fri. 7:30	WAGA-TV	21.7
4.	*Amos 'n Andy*	(CBS Film)	Thurs. 7:00	WAGA-TV	20.3
5.	*State Trooper*	(MCA-TV)	Fri. 7:00	WAGA-TV	19.3
6.	*Susie*	(TPA)	Mon. 7:30	WSB-TV	15.7
7.	*Science Fiction*	(Ziv)	Tues. 7:00	WAGA-TV	15.4
8.	*City Detective*	(MCA-TV)	Wed. 6:30	WLWA	15.1
9.	*Wild Bill Hickok*	(Scr. Gems)	Thurs. 6:00	WLWA	14.4
10.	*Sheriff of Cochise*	(NTA)	Sat. 7:00	WSB-TV	14.2

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WBNS-TV	33.0
2.	*Soldiers of Fort.*	(MCA-TV)	Wed. 6:30	WBNS-TV	24.3
3.	*Frontier Doctor*	(H-TV)	Fri. 7:00	WTVN-TV	22.2
3.	*Public Defender*	(Interstate)	Mon. 6:30	WBNS-TV	22.2
4.	*Sheriff of Cochise*	(NTA)	Thurs. 7:30	WBNS-TV	20.5
5.	*Men of Annapolis*	(Ziv)	Fri. 9:30	WBNS-TV	20.2
6.	*Waterfront*	(MCA-TV)	Fri. 6:30	WBNS-TV	18.9
7.	*Last of Mohicans*	(TPA)	Sat. 10:30	WBNS-TV	18.1
8.	*Whirlybirds*	(CBS-Film)	Thurs. 7:00	WTVN-TV	16.4
9.	*Superman*	(Flamingo)	Wed. 6:00	WBNS-TV	16.1
10.	*China Smith*	(NTA)	Wed. 7:00	WTVN-TV	15.5

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Waterfront*	(MCA-TV)	Sun. 7:00	WNAC-TV	26.5
2.	*Death Valley*	(McC-E)	Fri. 10:30	WNAC-TV	25.0
3.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WNAC-TV	24.4
4.	*Superman*	(Flamingo)	Fri. 6:30	WNAC-TV	22.3
5.	*State Trooper*	(MCA-TV)	Sun. 10:30	WNAC-TV	18.9
6.	*Wild Bill Hickok*	(Scr. Gems)	Tues. 6:30	WNAC-TV	18.7
7.	*Studio 57*	(MCA-TV)	Tues. 10:30	WBZ-TV	18.4
8.	*Annie Oakley*	(CBS Film)	Sun. 5:00	WNAC-TV	17.3
9.	*Ramar*	(TPA)	Thurs. 6:00	WNAC-TV	16.7
10.	*Star Performance*	(Official)	Sun. 10:30	WBZ-TV	16.4

Jones at the scene as Freedom Fighters (background) head for Budapest's main square.

TO RUSSELL JONES

UNITED PRESS

THE TRIPLE CROWN FOR INTERNATIONAL REPORTING!

"... for his excellent and sustained coverage of the Hungarian revolt against Communist domination, during which he worked at great personal risk within Russian-held Budapest and gave front-line eyewitness reports of the ruthless Soviet repression of the Hungarian people." — *Pulitzer Award.*

During that bloody month of November, Jones was the only American newsman on the scene. He was there when the Russian tanks rolled in to crush the uprising, and did not leave until the Red puppet government expelled him early in December.

Jones now has received three of journalism's highest honors: the Pulitzer Prize, the Sigma Delta Chi Award for foreign correspondence, and the Overseas Press Club's George Polk Memorial Award for the best reporting requiring exceptional courage and enterprise. He is the only reporter ever to win all three.

United Press 1

U.P. NEWS PRODUCES

ANIMATED ADS

ZIV Television Programs' Mexico City office is fielding a baseball team in a semi-pro league this year—and is making certain that spectators will not forget the names of the company's programs carried in Mexico. The names of the various Ziv tv programs (in Spanish) are emblazoned on the players' uniforms, with the team's "clubhouse lawyer" sporting *El Senor Fiscal (Mr. District Attorney);* the champion base-stealer, *Lo Inseparado (The Unexpected);* the fastest fielder, *Patrullas De Caminos, (Highway Patrol),* and the top pitcher, *El Agente X (The Man Called X).* Monte Kleban, head of Ziv Tv's Mexico City operation, is credited with the idea for the baseball team.

FILM SALES

Gross-Krasne Inc., Hollywood, announces sale of 39 *O. Henry Playhouse* segments to British Broadcasting Corp.

Associated Artists Productions, N. Y., announces sale of Warner Bros. features and cartoons, including "Popeye" series. Cartoons, features and "Popeye" bought by WLOS-TV Asheville, N. C.; WIIC (TV) Pittsburgh; KGEO-TV Enid-Oklahoma City and KFRE-TV Fresno, Calif. Other sales were to WTVJ (TV) Miami for cartoons; WKRG-TV Mobile for cartoons and "Popeye"; WBRZ (TV) Baton Rouge, "Popeye," and WILK-TV Wilkes-Barre, Pa., Warner Bros. features.

National Telefilm Assoc., N. Y., announces sale of *Sheriff of Cochise,* half-hour tv film series (dubbed in Spanish), to WKAQ-TV San Juan, P. R., marking first sale of series in Latin America.

Interstate Tv Corp., N. Y., announces sale of its *Adventure Action Westerns* to WSJS-TV Winston-Salem, N. C.; WTVO (TV) Rockford, Ill.; WWJ-TV Detroit; KBTV (TV) Denver; WSAV-TV Savannah. Other sales announced: *Adventure Album* and *Hans Christian Andersen,* CBNT (TV) Montreal; *Jubilee Theatre,* WWJ-TV Detroit and WSPA-TV Spartanburg, S. C.; *Little Rascals,* KFVS-TV Cape Girardeau, Mo.; WTTV (TV) Indianapolis-Bloomington; WPTA (TV) Roanoke, Ind.; WNCT (TV) Greenville, N. C.; KOLO-TV Reno, Nev. and KHJ-TV Hollywood; *Public Defender,* WSPA-TV Spartanburg, S. C.; seven features, KSL-TV Salt Lake City; KONA (TV) Honolulu and KAKE-TV Wichita, Kans.; KRON-TV San Francisco; KBTV (TV) Denver; KERO-TV Bakersfield and WDSU-TV New Orleans.

FILM DISTRIBUTION

National Telefilm Assoc., N. Y., last week offered for distribution to stations new half-hour tv film series, *The Big Little Show,* consisting of music revue programs produced by various theatrical motion picture companies.

ELECTRONICS IN FOR BIG GROWTH

- **Reports back this at RETMA Chicago convention**
- **Baker re-elected; Reynolds new general counsel**

ELECTRONICS manufacturing is headed toward an era of vast expansion, led by such basic economic factors as the automation trend, military demands, the evolution of color television and the popularity of hi-fi, and portable radio and tv sets.

Members of Radio-Electronics-Tv Mfrs. Assn., meeting in Chicago last week, surveyed a series of reports showing the steady rise of electronics to the fifth-ranking place in all American industry.

The 33rd annual RETMA convention re-elected Dr. W. R. G. Baker, General Electric Co., as president.

William L. Reynolds, Washington, was elected general counsel Friday to succeed Glen McDaniel, who has held the position since 1952. Mr. Reynolds had been serving as assistant general counsel for the last year. Before joining RETMA in 1953 he was an associate in the Washington law firm of Covington & Burling. Mr. McDaniel, a member of the New York law firm of Lundgren, Lincoln & McDaniel, was president of RETMA in 1951, 1953 and 1954.

James D. Secrest was re-elected executive vice president and secretary and Leslie F. Muter, Muter Co., re-elected treasurer.

Among statistical highlights cited at RETMA's 33rd annual convention were:

• Electronic equipment and parts are being produced at an annual rate of over $6 billion—about equally divided between military and commercial business.

• Overall electronics volume is close to $12 billion, with inclusion of broadcasting revenue, merchandising distribution costs and servicing. (RETMA's marketing data department estimates total billings of electronics, with these inclusions, at about $11 billion with dollar value of manufacturers' sales pegged at nearly $5.7 billion.)

• About two million portable tv units and 1.25 million transistor radios were produced last year. Six million tv receivers were turned out with dollar volume of $795 million. A total of 9.3 million home, clock and portable radios were manufactured with factory sales of $195 million—portables accounting for 3.75 million units, a gain of 40% from 2.67 million. (Total radio production: 15,350,000, with a nearly 10% gain in manufacturers' sales.) Phonograph sales hit five million units; auto set output rose slightly.

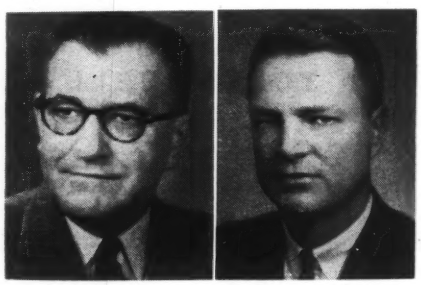
• Total dollar value of all amusement devices (radio, tv, phonographs, etc.) was $1.5 billion. Also up: industrial-commercial products, from $850 million to nearly $1 billion; military products, from $2.6 billion to $2.8 billion, and replacement parts, from $800 million to $900 million.

• Parts sales for initial equipment use in 1956 hit $1.5 billion, with replacement components sold by jobbers bringing the total to about $2.3 billion.

• Thirty-four manufacturers suffered "financial difficulties" from May 1956 through March 1957 with components parts makers (14) hardest hit, phonograph and hi-fi (6) next and radio-tv manufacturers (5) third.

• American commercial exports of electronic equipment-parts rose 24% in 1956. Broadcast station equipment increased from $4.3 million in 1954 to over $8 million last year; shipments of non-broadcast heavy electronic equipment jumped from $88 million in 1955 to past the $100 million mark. Radio exports declined, with shipment of 322,000 sets with dollar value of over $7.5 million.

In his annual report Thursday, Dr. Baker noted the investment of billions of dollars by the Defense Dept. in research and development (about $15 billion) from 1950 to 1956 and cited "remarkable vitality" of radio and other "older products of the industry" [B•T, May 6]. He cited close cooperation with FCC, the Defense Dept. and other organizations in various projects the past year. He described relations with the commission as "most friendly and cooperative." He also noted RETMA's participation in Television Allocations Study Organization (TASO) to conduct studies involving uhf-vhf. Dr. Baker is expected to testify before FCC in hearings on allocations above



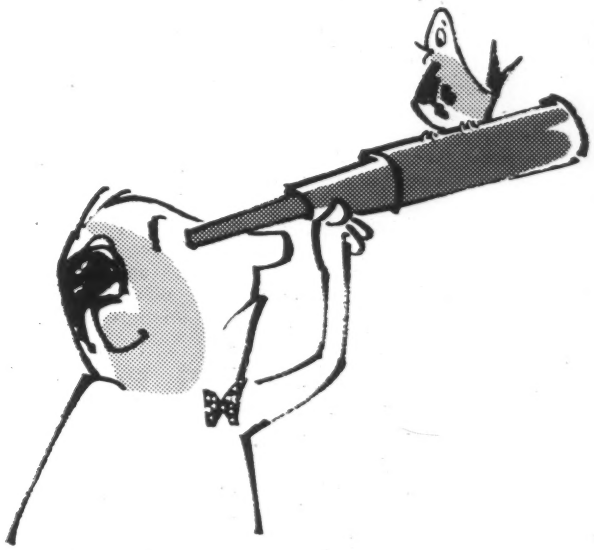
DR. BAKER MR. REYNOLDS

890 mc. The hearings on FCC's proposal to review allocations between 25 and 890 mc are not expected before 1958, he said.

Robert S. Bell, Packard-Bell Electronics Corp. and acting chairman of RETMA's set division, described volume output of portable tv sets and transistor radios as "the highlight" of the set industry the past year, despite lower unit profits for manufacturers. In addition to 1,250,000 transistor radio portables made in 1956, two million transistorized auto sets were produced.

Commenting on the drop in tv set sales and production "despite encouraging retail sales," Mr. Bell noted the radio-phonograph business, "provided a welcome contrast as both the public clamor for hi-fi equipment and the popularity of the new miniature portables provided new stimulants for a market which at one time was thought to have been obliterated by television."

J. A. Hatchwell, RETMA Service Com-



ANOTHER FABLE OF PROFITS*

(How To Feather Your Net)

ONCE UPON A TIME there was a station manager who thought that bird-watching was strictly for the birds. He couldn't even tell the difference between a sitting duck and a gaggle of geese.

One unproductive day, while blundering about the Madison Avenue aerie with his tattered bird-book and foggy scope, he met the friendly Bolling man who deftly taught him how to sharpen his focus and recognize all the calls.

Today he is a bird-watcher of rare distinction who can always detect the clink of the double-eagle.*

The moral of this story is... a guy with two good eyes who won't see is surely blind.

**For finer focus phone us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO · BOSTON · LOS ANGELES · SAN FRANCISCO

mittee chairman, observed that the value of a sound program for radio-electronics-television is "recognized now more than ever before" by industry as equipment sales figures continue to increase steadily. The association is helping vocational, trade and technical schools to modernize their training, with the program now in its fifth year, he said.

A report on American equipment exports was given by Ray C. Ellis, Raytheon Mfg. Co. and chairman of RETMA's international department. He stated:

"New television facilities are being installed at an increasing rate around the world, and U. S. television receiver shipments nearly doubled between 1955 and 1956. Although 315 tv stations were in operation at the start of 1957 outside the United States and its possessions, only about 13.6 million tv sets were in use. Over 200 more stations are expected to begin operations in various foreign countries during the next two years. Many of these markets are closed to American products, but our exports should reflect this expansion of the international tv situation."

Over 40 separate division, committee and section meetings were held during the three-day convention, culminating in a meeting of the new board of directors Friday afternoon.

Overall allocations study and work of the Television Allocations Study Organization, of which RETMA is a member and to which it contributes, came in for prolonged discussion, particularly at a panel session of technical products members Thursday morning featuring FCC representatives. RETMA takes no official stand, because of mixed feelings of members, on allocations, especially on shifting television to uhf, but has been active in TASO.

Allocations question was broken down into two categories—between 25 mc and 890 mc and all frequencies over 890 mc. Panelists included E. F. Kenehan, chief of FCC's Broadcast Bureau, Curtis B. Plummer, FCC special radio services and safety, and S. N. Alexander, National Bureau of Standards.

Balcom: Electronic Automation Answer to Better Living Norm

INCREASED automation is "the only answer" to a steadily higher standard of living and the "second industrial revolution" can be accomplished solely by commercial and industrial electronics, Max F. Balcom, director-consultant, Sylvania Electric Products Inc., asserted last week.

MR. BALCOM

Mr. Balcom was recipient of the 1957 medal of honor for outstanding service to electronics, awarded by Radio-Electronics-Tv Mfrs. Assn. at its annual industry banquet in the Sheraton Hotel Thursday evening. The presentation was made by Dr. W. R. G. Baker, vice president of General Electric Co. and RETMA president.

Commercial and industrial electronics hold the "largest potential" for the future, Mr. Balcom stated, because only electronics can meet the growing needs of the manufacturing plant and office for automation to meet labor shortages. He said it is the only answer to a shorter work week by 1975 —when gross national product is expected to reach $850 billion and the working force 80 million people—and a steadily increasing standard of living. Commercial and industrial electronics, now near the billion dollar mark, should grow $500-$600 million in five or six years and hit $2 billion by 1956, he added.

Television is moving into a period of "reasonable maturity," he claimed, after "unusually intensive competition" and reduction in number of tv set manufacturers from 101 in 1954 to 32 at present.

Color tv was one of the "major breakthroughs" in electronics and has an "enormous potential," Mr. Balcom stated, pointing out time is needed before set sales approach those of black and white models. He felt color is "coming along steadily and before too very long will become a substantial portion of total set sales."

COLOR PUSH NEAR, BURNS TELLS RETMA

- **RCA head sees spurt 'any time'**
- **But he sees no lower prices**

COLOR tv has progressed from the "incubation" stage to the threshold of rapid growth and "at any time" is ready for "major advances," RCA President John L. Burns asserted Wednesday.

At the same time he warned against "loose talk" and claims about new types of color tubes that can be mass-produced at lower prices and receivers that can be offered to consumers at "substantially" lower cost than present models.

Noting the time lag between getting a product from the drawing board to the market, Mr. Burns stated:

"Even if an idea for an improved product or a revolutionary development existed today it would still be three years away from real production. We know of no revolutionary development in color television, even in the discussion stage, that gives any indication of being ready for production for at least several years. We do not anticipate any drop in the price of present models for a long, long time. It is even possible that they may have to go up slightly."

Addressing a news conference in Chicago, Mr. Burns added that prices on RCA's new line, to be introduced in July, may rise an average 5%-10% and that color may remain "the same or go up slightly." He claimed tint tv "will prove to be the greatest shot in the arm for electronics since the introduction of black and white television." While RCA has not been "doing nearly as well as we had hoped," Mr. Burns acknowledged, sales have been mounting steadily and RCA holds to its position that sets are "realistically priced."

NBC-TV plans to convert practically all network nighttime programs to color this fall, he said, with emphasis on weekends for peak audience viewership. He also claimed color receivers today require less service and that actual maintenance cost per dollar is lower than for monochrome units.

Mr. Burns predicted that within the year the electronics industry volume will double its 1956 total of $11.6 billion, half of it in new products, and cited estimates of a 5%-10% increase in 1957. RCA business will keep pace with this growth, he added, noting it did over $1.1 billion volume last year. RCA volume the first quarter of 1957 hit nearly $300 million [B•T, May 19].

RCA expects to help pioneer and develop the fields of industrial and commercial electronics, including telecommunications (and pocket portable instruments); military electronics, and color tv.

Mr. Burns predicted that within 10 years inventories "across the board." He described portable tv as "an important part of the market" and noted growth in mobile communications volume. Mr. Burns also felt transistorized tv receivers are some time off yet and probably will materialize with the emergence of wallside mural television, despite present advances in transistor circuitry. RCA has "a big stake" in Chicago and Chicago in electronics, Mr. Burns commented, noting that wholly and non-primary electronics firms do an annual business of $10 billion.

Fellows Predicts Automation For Entire Industry by 1994

BROADCASTING, 1994 version, will have tv sets operated automatically by program cards, mood radio music, pre-set radio and tv sets for children's rooms and dimensional radio coverage of entire rooms, according to NARTB President Harold E. Fellows. Addressing the Emerson College Seminar on Contemporary Broadcasting at Boston last Tuesday, Mr. Fellows took a look into the broadcasting of the future.

Automation will exist at the transmitting level, he said, with stations put on the air by clock activation and programmed by automatic devices such as network switching by sub-audible impulses on recorded tape. He predicted tv will have electronic theatres and that international pickups will be commonplace. Transmitters, he said, will be housed in an office-sized room and antennas will be built on pneumatic shafts.

Mr. Fellows forecast combined broadcast equipment and electronic printing rigs, changing the character of newspapers to more of a daily magazine format. He offered four guideposts to insure broadcasting's role as a central influence in continued prosperity —private operation of the medium, free broadcast service, freedom to communicate the truth to the people and constant improvement of the medium as an instrument of advertising and selling.

Bertoia Chair by Knoll Associates

high time at high noon

The girls deserve a break—and take it. Frequently right in the middle of the day. Especially when Warner Bros. features are shown on television.

For example: WOAI-TV, San Antonio, runs a Warner Bros. feature in the noon–1:30 time period—Monday through Friday. February ARB ratings showed a healthy 12.6 average for the program, against 3.5 and 1.0 for the two competing stations. And KRCA-TV, Sacramento, ran Warner Bros. features three weekday afternoons, 2–2:30 P.M., with a February ARB average of 13.5, against 2.2 and 0.5 for the competition.

All of which proves that good programs win viewers, daytime as well as nighttime. For complete details about Warner Bros. availabilities in your area, write or phone

a.a.p. inc.

Distributors for *Associated Artists Productions Corp.*

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DALLAS *1511 Bryan St., RIverside 7-8553*
LOS ANGELES *9110 Sunset Blvd., CRestview 6-5886*

Bertoia Chair by Knoll Associates

PAB GETS SALES TIPS FROM SILVERNAIL

- **He urges programs, not data**
- **Talks, panels feature meet**

STATION operators should sell personalities, programming and local influence instead of mere rating and cost-per-thousand figures, Frank Silvernail, station relations manager of BBDO, New York, told delegates to the Pennsylvania Assn. of Broadcasters opening session Thursday at Bedford Springs.

Mr. Silvernail was one of a group of speakers who addressed the association, meeting at a mountain resort. Thomas B. Price, WBVP Beaver Falls, PAB president, joined the convention co-chairmen, J. Robert Gulick, WGAL Lancaster, and Lester R. Rawlins, KDKA Pittsburgh, in conducting the sessions.

"Any buyer wants to know what local personalities you have developed," Mr. Silvernail said. "A saturation campaign for a general-appeal item is apt to gravitate to the station with the most special-interest personalities." Instead of being "mad at the networks" for developing multi-message and segmentation plans, he said, stations "ought to be grateful to them for having brought radio back in any form to the national advertisers' attention."

Human Element Paramount

He proposed that stations study network program and sales formulas and develop some new ideas of their own. He deplored "a pitiful tendency to sell only by the numbers," though conceding ratings, coverage and cost data are helpful. He reminded that "the human element" can be of paramount importance in the choice of a station and urged managers to keep district managers and dealers sold on the value of radio campaigns. Finally, he said, managers or commercial managers should make a personal trip at least once a year "to find out what we are like and let us get to know you."

The PAB program included a retailing panel moderated by Milton J. Bergstein, WMAJ State College. Participants were Robert E. Dick, WBVP; Philip K. Eberly, WSBA York; Harold Waddell, WRCV (TV) Philadelphia, and Thomas R. Nunan, WGAL. Kevin B. Sweeney, president of Radio Advertising Bureau, spoke at the Thursday luncheon. Kenneth W. Stowman, WFIL-AM-TV Philadelphia, moderated a panel on surveys. Speakers were James Seiler, American Research Bureau, and Dr. Sidney Roslow, Pulse Inc.

A sports panel was moderated by John S. Booth, WCHA Chambersburg. Panel members were Frank Altdoerffer, WLAN Lancaster; Herbert Kendrick, WHGB Harrisburg; Will L. Ketner, WVAM Altoona, and Roy E. Morgan, WILK-AM-TV Wilkes-Barre. Taking part in a film panel were Frank Cummins, WJAC-TV Johnstown, moderator; David Bennett, Triangle Stations, and Vance Eckersley, WDAU-TV Scranton.

FCC Comr. Rosel H. Hyde addressed the Thursday banquet. June L. Buzzelli, KDKA Pittsburgh, spoke Friday on elections. A promotion panel, moderated by Joseph Connolly, WCAU Philadelphia, included Thomas W. Metzger, WMRF Lewiston, and George Koehler, WFIL.

Robert H. Teter, vice president-radio director of Peters, Griffin, Woodward Inc., speaking on the topic "If I Were a Manager Again," said he would "strive for a casual, friendly relationship with every employe of the station, from janitor to vice president." Former general manager of KYW before the Westinghouse station moved from Philadelphia to Cleveland, he emphasized the importance of operating a station according to carefully drawn plans.

Radio waited too long to rediscover itself in the face of new competition, he said, failing to talk about the outside-the-living-room audience until ratings began to drop, he said. Radio and tv will be harder to sell in the future and the two media should prepare sales strategies accordingly, he suggested. He proposed that salesmen talk in terms of what a show can do for a client instead of submitting stacks of ratings and cost figures. He advised tailor-made programming to broaden the audience base and suggested close cost studies to avoid operating losses.

Charles H. Tower, NARTB employer-employe relations director, said management should analyze individual employe motivational drives to find how they may best be used to further the overall objectives of the organization. "Good personnel practices are not a matter of philanthropy but of profit," he said.

Leslie B. Sterne, radio director of Smith, Taylor & Jenkins, Pittsburgh agency, advised broadcasters to include in their planning "those homes in which there is a television set but no radio, car radios excluded." He said the number of such homes is as large as the number having radio but no tv.

Mr. Sterne reminded that the age of members of a family plays an important part in listening-viewing habits and proposed careful study of the vast differences in living patterns of homes.

David L. McDonald, manager of advertising planning, Westinghouse Electric Corp., described radio as a medium "offering excellent opportunities for durable goods manufacturers." He recalled a successful radio spot saturation campaign conducted in a major market by a competitor, with business "in his major items almost doubling during a 12-month period." He said radio helped bring this record though other factors contributed. "A hard-selling commercial message, tastefully done, broadcast several times a day, seven days a week for 52 weeks, is bound to be a strong selling tool," he told the meeting.

Mr. McDonald offered these suggestions, "Don't try to sell us advertising; sell us merchandising campaigns to help us sell our products. Show us how advertising on your stations will help us build brand acceptance for our products, stimulate dealers to push our goods, and finally help in persuading the American consumer to part with a few of her hard-earned dollars."

Ralph Baruch of CBS Film Sales, discussed the merits of syndicated films and cited instances of their successful use.

Mr. Seiler demonstrated the accuracy of sampling techniques by letting several delegates pick about 200 buttons out of a bowl containing 15,000 buttons of five colors. Each had within about 1% of the color ratio in the bowl. He listed four rules for use of research—select a reputable company using sound methods; remember that sampling errors exist and never believe a change "until you see it twice"; consider such other factors as audience composition and sales effectiveness of commercials, and check possible reasons for a trend before becoming alarmed.

Pulse has developed a technique for measuring the "cost per rating" of radio, tv, and print media on an "equitable basis." Dr. Roslow said. The technique is a refinement of the "single and equitable and comparable" method developed by Pulse over the past two years for measuring different media on the same basis. In the most recent field studies, Dr. Roslow said, the technique was used to measure a morning daily, an evening daily, a radio station and a television station, all located in the same metropolitan market.

"Broadcasters," Dr. Roslow said, "will be interested in learning that radio was the most economical, television next, and newspapers the most expensive. But advertisers may be even more interested.

"For one thing, it indicates that all media have been too anxious to talk big numbers instead of about effectiveness even though such an evaluation is based on lesser numbers; and just as important, this technique indicates that the time may have arrived when advertisers should seriously plan on integrating the various media they use. The use of one to emphasize the message in another could double the impact of both."

MST Board Orders Study Of Membership Extension

A MOVE is underway to broaden the membership base of Maximum Service Telecasters Inc. to include tv stations which, although not operating at maximum power, are actually operating at maximum service.

The MST board, at a meeting in Washington last week, ordered a study to be made to determine whether membership should be extended to those stations which, although operating below maximum power, are doing so because their antennas are above the maximum permissible heights (1,000 ft. above average terrain in Zone I; 2,000 ft. in Zones II and III). Where antennas are above maximum heights, power must be reduced, under FCC rules, according to an antenna height-power formula.

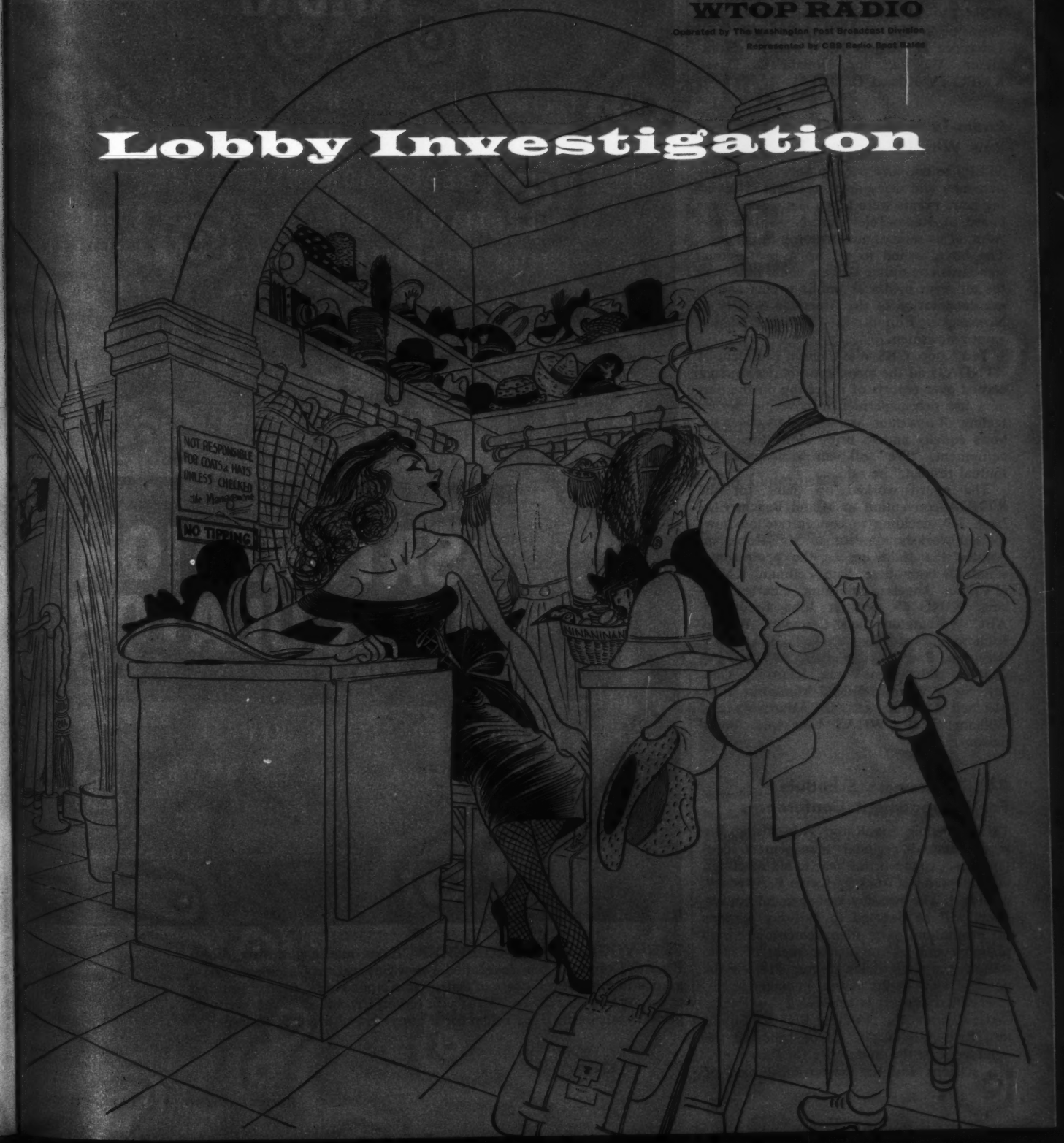
The MST board voted to participate in the upcoming 25-890 mc FCC study, and announced the election to membership of 10 more stations, bringing the total MST membership to 124. New member stations are WISH-TV Indianapolis, Ind.; WJBK-TV Detroit, Mich.; KPIX (TV) San Francisco, Calif.; WJW-TV Cleveland, Ohio; KYW-TV

Every thing (and body) comes under investigation in Washington at one time or another. But careful scrutiny of the Washington market only enhances WTOP Radio's reputation. WTOP gives you (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's favorite personalities and (4) ten times the power of any radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division
Represented by CBS Radio Spot Sales

Lobby Investigation



Cleveland, Ohio; KTHV (TV) Little Rock, Ark.; WNBF-TV Binghamton, N. Y.; KOLN-TV Lincoln, Neb.; WKZO-TV Kalamazoo, Mich., and KTVX (TV) Muskogee, Okla.

Attending last week's board meeting were Jack Harris, KPRC-TV Houston, Tex., president; John S. Hayes, WTOP-TV Washington, D. C.; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; Harold C. Stuart, KVOO-TV Tulsa, Okla.; Ward Quaal, WGN-TV Chicago, Ill.; John H. DeWitt Jr., WSM-TV Nashville, Tenn.; Robert D. Swezey, WDSU-TV New Orleans, La.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va., and Donald D. Davis, KMBC-TV Kansas City.

Radio-Tv Newsmen Out to End Row With Newspaper Reporters

STEPS to end any friction between radio-tv newsmen and newspaper reporters in covering news events were taken last week by the board of Radio-Television News Directors Assn. at its semi-annual meeting in Chicago. The board voted to set up a professional standards committee seeking equal treatment for all news media at public events and to ask cooperation of the American Society of Newspaper Editors in avoiding friction among newsmen.

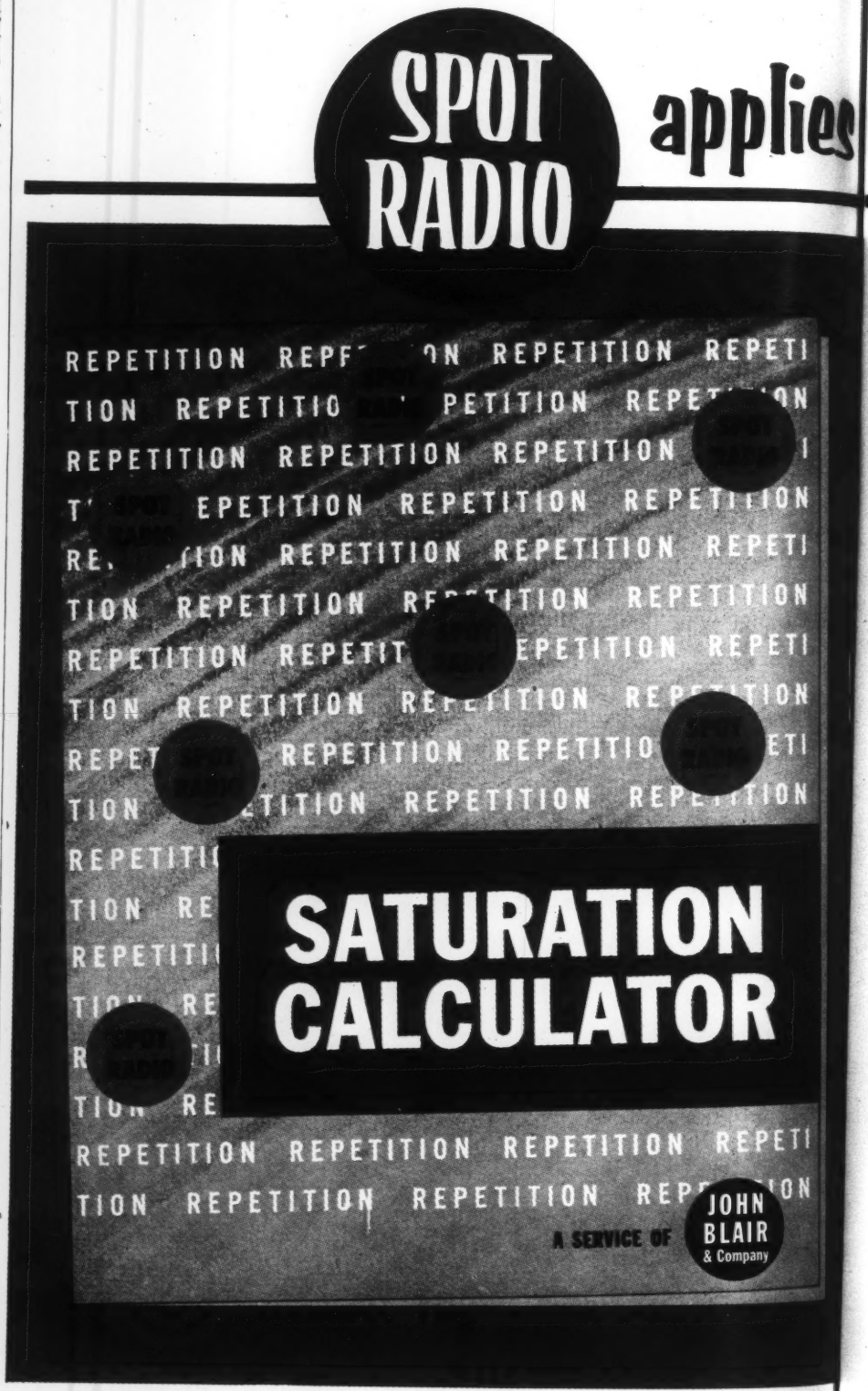
Ted Koop, CBS Washington, president of RTNDA, said the association is deeply concerned over reports of ill-feeling on the part of a few newspapermen in covering stories, feeling all newsmen are entitled to cover the news equally and to bring along their own equipment. "We seek an atmosphere of mutual respect," he said.

The board worked on plans for the RTNDA convention in Miami Beach, Fla., Nov. 7-9, deciding to concentrate on how-to and workshop meetings. Mr. Koop appointed the following to the professional standards committee: Sam Zellman, KNXT (TV) Los Angeles, chairman; Charles Herring, KING-TV Seattle; John Secondari, ABC Washington; Jack Clements, WRVA Richmond, Va.; Tom Powell, WDAU-TV Scranton, Pa.; Floyd Kalber, KMTV (TV) Omaha, Neb.; Ken White, KOA-TV Denver; Steve Warren, WMC Memphis; Prof. Mitchell Charnley, U. of Minnesota and William Small, WHAS Louisville, board liaison.

RAB Announces Schedule For Management Conferences

THE schedule for Radio Advertising Bureau's annual regional management conferences, expanded this year to six meetings, was released last week by Kevin B. Sweeney, president. The two-day management conferences will be devoted to half-day sessions on promotion, sales management, program planning and general management of radio stations with all topics discussed from the point of view of the station manager.

The first session is scheduled for Pacific Coast stations Aug. 19-20 at Rickey's Studio Inn, Palo Alto, Calif., to be followed the same week by the conference for Intermountian stations and the westernmost part of



FOR YOUR READY-REFERENCE in media-planning, John Blair & Company has developed a new Saturation Calculator. At a glance it shows time-costs of Saturation Spot Radio in any number of major markets up to 100. If you haven't received it yet, write or phone your John Blair office for a copy. No charge, of course.

persistence to melt sales resistance

and these major-market stations have established rates providing effective repetition at low cost

Repetition has long been recognized as basic to advertising success.

But in most media, the price-tag on frequent repetition has zoomed into the stratosphere.

So today, when the plans-board asks: Within budget limits, how can we build effective repetition into our media-strategy? . . .

The sound answer is—SPOT RADIO.

For only in Spot Radio can most advertisers afford repetition at the effective level known as Saturation.

Through Saturation, your selling-idea is repeated so frequently and so emphatically that it reaches all your customers—reaches them again and again until *your selling-idea becomes their buying-idea.*

Because Saturation in Spot Radio pays-off for the advertiser, Blair-represented stations have established attractive rates on saturation-schedules.

And John Blair & Company has developed the new Saturation Calculator, shown at the left. At a glance it shows how many major markets can be covered with a specific budget—how often—and for how long.

A call to the nearest John Blair office will bring your copy of the Calculator—and detailed information on methods of applying the full power of Repetition in reaching your sales-goals for 1957.

JOHN BLAIR & COMPANY

JOHN BLAIR & COMPANY

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Exclusive National Representatives for

New York.....WABC	Minneapolis-St. Paul...WDGY	Birmingham.....WAPI	Wheeling.....WWVA
Chicago.....WLS	Providence.....WPRO	Columbus.....WBNS	Nashville.....WSM
Philadelphia.....WFIL	Seattle.....KING	San Antonio.....KTSA	Binghamton.....WNBF
Detroit.....WXYZ	Houston.....KTRH	Tampa.....WFLA	Fresno.....KFRE
Boston.....WHDH	Cincinnati.....WCPO	Albany-Schenectady-	Wichita.....KFH
San Francisco.....KGO	Kansas City.....WHB	Troy.....WTRY	Tulsa.....KRMG
Pittsburgh.....WWSW	Miami.....WQAM	Memphis.....WMC	Orlando.....WDBO
St. Louis.....KXOK	New Orleans.....WDSU	Phoenix.....KOY	Savannah.....WSAV
Washington.....WWDC	Portland, Ore.....KGW	Omaha.....WOW	Wichita Falls-
Baltimore.....WFBR	Louisville.....WKLO	Jacksonville.....WJAX	Amarillo.....KWFT-KLYN
Dallas-Ft. Worth.....KLIF-KFJZ	Indianapolis.....WIBC	Knoxville.....WNOX	Bismarck.....KFYR

the Midwest at Stanley Hotel, Estes Park, Colo., Aug. 22-23.

Two east coast meetings are scheduled this year, one at Saranac Inn, Upper Saranac Lake, N. Y., Sept. 5-6 and the other at The Greenbrier, White Sulphur Springs, W. Va., Sept. 9-10.

The two final meetings will be at the Wagon Wheel, Rockton, Ill., Sept. 12-13, and at the Edgewater Gulf Hotel, Edgewater Park, Miss., on Sept. 16-17.

Attendance will be limited to 60 managers and sales managers at each meeting. Approximately 80 individual subjects will be discussed by a four-man management team from RAB and the group.

"Of all the projects we attempted in 1956, the regional management conferences were the most enthusiastically received," said Mr. Sweeney. "Out of 267 managers attending last year's experimental sessions, 266 voted for a second series in 1957," he added.

Last year's format will be repeated at the conferences. An RAB executive will be responsible for discussing a project or a case history. He will present the facts in five to eight minutes. Then five to eight minutes of discussion are allowed, but only for the presentation of facts. Anyone presenting personal opinion will be declared out of order, Mr. Sweeney said.

Appearing at all six meetings will be Mr. Sweeney; John F. Hardesty, RAB vice president and general manager, and Sherril Taylor, vice president and director of promotion. Acting as the fourth member of the management team at each of two meetings will be Warren Boorom, promotion manager, John T. Curry, manager of station service, and James Shoemaker, manager of the membership department.

Alexander Elected President Of Hollywood RTRAC Group

ACTOR Ben Alexander was elected president of Radio-Television-Recording-Advertising Charities of Hollywood for 1957-58 at the seventh annual meeting of RTRAC members May 9.

Other elected officers are: C. Burt Oliver, Foote, Cone & Belding, vice president; Bruce Baumeister, KTTV (TV) Los Angeles, secretary; Miss Pat Martin, KTTV, assistant secretary; Miss Liz Gould, Radio-Television Directors Guild, treasurer.

New board members are: Mike Eliason, CBS; Cliff Gill, KBIG Avalon; Harold R. Maag, RCA; Cy Pearson, California Bank; Karel Pearson, NBC; Elton Rule, KABC-TV Los Angeles; Miss Hilly Sanders, Dan B. Miner Co.

Ex-officio board members (past presidents) are: Thomas C. McCray, KRCA (TV) Los Angeles; M. J. Rockford, MCA; Donn B. Tatum, Walt Disney Studios; Walter A. Tibbals, Savin & Tibbals Productions; Robert O. Reynolds, KMPC Los Angeles; Robert P. Myers, Lillick, Geary, McHose & Myers.

Outgoing President Tibbals reported the RTRAC 1957 campaign drive raised $270,850, more than $20,000 over the quota of $250,000 and an increase of $47,532 over the 1956 contributions. RTRAC funds are distributed among eight organizations: City of Hope, American Red Cross, Sister Kenny Foundation, American Heart Assn., American Cancer Society, Community Chest Agencies, Los Angeles YMCA, and United Cerebal Palsy Assn.

Membership commended Burt Zinn, RTRAC executive director, for his "outstanding and devoted full-time service" to the charity.

Gray to Head N. Y. Ad Club

ROBERT M. GRAY, advertising manager of Esso Standard Oil Co., has been elected president of the Advertising Club of New York. Gene Flack, director of advertising for Sunshine Biscuits Inc., is new vice president. Carl H. Eiser, publisher of *Hosiery and Underwear Review*, was elected treasurer. New directors: John E. Sattler, northeast public relations manager, Ford Motor Co.; Eldridge Peterson, publisher, *Printer's Ink;* Fred J. Haberle Jr., advertising manager, H. C. Bohack Co.; John H. Ryder, president, Norm Adv.; Thomas B. Haire, president, Haire Pub. Co.; Frank R. Hale, director of chain-store sales, Bristol-Myers Co. Product Div.; Harris W. C. Browne, president, National Lithographer Pub. Co.; William M. Proft, president, William M. Proft Assoc.

Philadelphians Elect Tripp

ALAN TRIPP, Bauer & Tripp, was elected president of the Philadelphia Television & Radio Advertising Club at the group's May luncheon. James T. Quirk, *Tv Guide*, was named board chairman.

Other officers elected included Robert M. McGredy, WCAU-TV Philadelphia, vice president; Morton Simon, local attorney, vice president and counsel; Murray Arnold, WPEN Philadelphia, treasurer; and Doris Scheuer, Bauer & Tripp, secretary.

At the same time George B. Storer Jr., vice president for tv, Storer Broadcasting Co., spoke on "The Future Pattern of Television Growth."

Ballinger Gets Second FAB Post

J. KENNETH BALLINGER, legal counsel for the Florida Assn. of Broadcasters, has been given an additional status as executive secretary with headquarters in the State Capitol at Tallahassee. Mr. Ballinger is a former member of the legislature, a former reported for radio and newspapers, and now is an attorney.

FAB will meet June 13-15 at the Balmoral Hotel, Miami Beach. H. Dennison Parker, of WTAN Clearwater, is president.

AWRT to Meet in S. F. in '58

AMERICAN Women in Radio & Television will hold its 1958 convention in San Francisco April 23-27, AWRT headquarters in New York has announced. Marion K. Rowe of KRON-TV San Francisco, western area vice president of AWRT, is convention director. Delegates to San Francisco will be offered a post-convention trip to Hawaii.

AWRT Members to Be Guests Of Creole Corp. in Venezuela

FOUR MEMBERS of American Women in Radio & Television have been selected by Creole Petroleum Corp. for a week's junket to Venezuela next month. They are AWRT President Edythe Fern Melrose, WXYZ-AM-FM-TV Detroit; Helen Hall, NBC newscaster; Fran Riley, radio-tv publicist with Ted Bates & Co., New York, and Edna Seaman, WFBC-TV Greenville, S. C.

The tour, planned to give the AWRT members a look at U. S. industry abroad, is said to be the first for a radio-tv group making such a goodwill mission to South America, and the first all-women's group to tour Venezuela. The party will leave June 10 from Idlewild Airport in New York. Henry F. Pelkey, public relations manager of the oil firm, will be host on the trip.

Two Seek NARTB Radio Post

TWO NOMINEES from NARTB District 2 (N. Y., N. J.) are competing for the vacant place on the association's Radio Board —Simon Goldman, WJTN Jamestown, N. Y., and Michael R. Hanna, WHCU Ithaca, N. Y. Ballots returnable midnight May 31 were mailed Thursday by Everett Revercomb, NARTB secretary-treasurer. Messrs. Goldman and Hanna were nominated to succeed Robert B. Hanna, formerly of WGY Schenectady, N. Y., who resigned when he was transferred to another part of the General Electric organization. The term expires with the 1958 NARTB convention. Nominee Hanna is a former board member.

Webb Sees Spot Radio Climb

SPOT RADIO volume for the full year 1957 will run at least $20 million ahead of 1956's record total of almost $150 million, according to Lawrence Webb, managing director of Station Representatives Assn. He also predicted that figures on the first quarter of this year, now being compiled for SRA by Price, Waterhouse & Co. and expected to be ready for release within a week, will show spot radio up 25% to 30% above the first quarter of 1956. In an account of his National Radio Week speeches in Dallas and Houston, B•T erroneously reported last week that Mr. Webb had forecast a $20 million gain for the first quarter.

Watson Re-elected to AER

CAL WATSON, production manager of KWSC Pullman, Wash., operated by Washington State College, was re-elected executive secretary of Alpha Epsilon Rho, national honorary radio and television fraternity at the group's annual convention in Columbus, Ohio, May 7-9, held in conjunction with Ohio State U.'s Radio-Television Institute.

New national student officers include Ray Normand, Boston University, president; and John Barry, Kansas State College, vice president.

100,000,000 Americans Go Places And See Things!

Sell this 17 billion dollar market with*

VAGABOND

THE BIGGEST PLUS

First run on a tested† show— at a low cost per thousand!

†Station KCOP Los Angeles 13.5 ARB

*Research report available on this fabulous travel market. See the eye-opening figures for yourself. (They include almost all your potential VAGABOND viewers.)

Reach the 100,000,000 Americans who are traveling the year round. These are the inquisitive, probing, sightseeing Americans visiting historical sites, famous monuments, national parks and vacation lands in every state and country on the continent. There is concrete proof that the greatest travel boom in history is HERE AND NOW!

- **Americans spend 17 Billion Dollars for vacations annually.**
- **Americans are on wheels — rolling along in over 41 Million autos.**
- **Americans on the move take advantage of their travel opportunities — ⅔ of all wage and salary earners are eligible for annual paid vacations.**

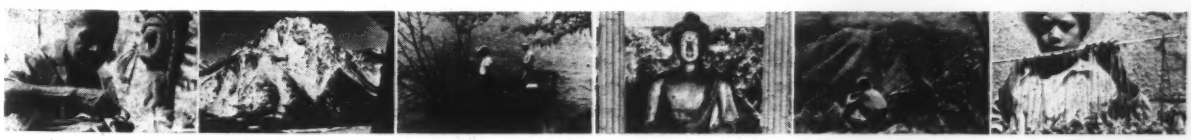
With all America in the travel mood — VAGABOND gives **you** THE ONLY SHOW WITH THIS HUGE READY-MADE MARKET. Take your audience where it wants to go in North America — to the lively playgrounds of the U.S.A., to the nostalgic cities where history was made, to the Oregon rapids, to the famous ski resorts, to the National Parks of the Golden West, to gay, colorful Mexico, to beautiful, romantic Hawaii.

Tune in all Travel-Minded America with Vagabond

OFFICIAL FILMS INC.
25 West 45th Street • New York 36, New York

REPRESENTATIVES IN:
Beverly Hills • Chicago • Dallas
San Francisco • St. Louis • Boston
Minneapolis • Philadelphia
Atlanta

Produced by Bill Burrud Productions.



NBC Radio Money Says Its Advertising Pays

NBC RADIO last week offered to put up its own money to prove to advertisers that NBC Radio campaigns pay off.

The offer is the backbone of a new sales-effectiveness research plan [CLOSED CIRCUIT, May 6] announced Friday by Matthew J. Culligan, vice president in charge of the NBC Radio Network. The plan is based on the philosophy that radio audience ratings give no real clue to radio's selling ability.

To be called "The NBC See-For-Yourself Research Plan," the new project sets up a research fund which will pay all costs up to $10,000 of sales effectiveness studies for NBC Radio advertisers whose campaigns meet certain basic criteria.

The basic requirements, Mr. Culligan said, are that the campaign be of sufficient length and involve sufficient frequency to give a measurable result of its effectiveness, and that it contain exclusive copy points which will allow the advertiser to isolate the effectiveness of radio from that of his advertising in other media.

Explaining the background and purpose of the new plan, Mr. Culligan said:

"Most of the recent network radio purchases by knowledgeable, deliberate advertisers and agencies resulted from their *own* sales effectiveness research on test radio campaigns. Extraordinary sales results were proved despite disappointing ratings, leading to the belief that present radio audience ratings are virtually meaningless as an indication of radio's true selling power. We are willing to put network radio to the test of radio sales effectiveness research at our own expense."

The research methods will be tailor-made to fit each participating advertiser's needs and accordingly will vary from client to client. H. M. Beville Jr., NBC vice president in charge of research and planning, explained:

"To make these studies as effective and revealing as possible, the research techniques will be tailored to meet the specific needs of the individual advertiser. Typical methods which might be used will include such techniques as store audits, test market comparisons, consumer panel studies and before-and-after surveys of brand awareness and acceptance.

"The specific technique to be used in each instance will be worked out in conjunction with the research director of the advertiser and his agency."

The "minimum requirements" which an advertiser must meet to take advantage of the plan also will vary, depending upon a number of factors. In general, however, NBC would expect the campaign to run at least eight weeks and to involve commercials that are at least 30 seconds in length.

As for "minimum" number of commercials per week, Mr. Culligan pointed out that one advertiser who used around 80 half- and full-minute commercials per week, Monday through Friday, found measureable results a little more than eight weeks after the campaign started. Another was able to trace results to radio on 20 announcements scheduled entirely on weekends. Thus, the time of week will be one factor to be considered along with frequency.

NBC officials said full details of the plan are being compiled in writing for submission to the research directors of all advertising agencies within a few days.

CBS-TV Signs Nine Renewals For Gross of $14 Million

SIGNING of nine advertisers to renewals representing $14 million in gross billing to CBS-TV was announced Thursday by William H. Hylan, vice president of sales administration.

The renewals involve four nighttime and seven daytime programs.

Nighttime: Nestle Co. for *Oh Susanna* on alternate weeks (a Hal Roach Studios package through Bryan Houston Inc.); Thomas J. Lipton Inc. for *Godfrey's Talent Scouts* on alternate weeks (Young & Rubicam); Schlitz Brewing Co. for *Schlitz Playhouse* weekly (J. Walter Thompson Co.), and Time Inc. for *Person to Person* on alternate weeks (Young & Rubicam).

Daytime: General Mills for *Lone Ranger* on alternate weeks (Dancer-Fitzgerald-Sample); Kellogg Co. for *Wild Bill Hickok* (Leo Burnett Co.); Standard Brands for *Arthur Godfrey Time* (Ted Bates & Co.); Campbell Soup Co. for *Garry Moore Show* and *Art Linkletter's House Party* (both Leo Burnett Co.); Swift & Co. for parts of *Linkletter's House Party* (McCann-Erickson), and Nestle Co. for *Lone Ranger* (McCann-Erickson).

NBC Credits 'No Waste' Plan For O&Os' Added Revenue

THE five owned-and-operated NBC radio stations are gaining additional revenue at the rate of $1.5 million per year as the result of NBC Radio's "no waste" sales policy, it was announced Thursday by Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales.

The no waste policy permits NBC Radio affiliates to sell unsponsored network time on a local basis. Initiated less than six months ago, the plan proved its merit almost immediately, according to a survey of the NBC owned stations, he reported.

Commenting on the survey, Mr. McFadden said: "The no waste plan has greatly increased local sales by permitting stations to solicit sponsors for time periods which were not previously available locally. The enthusiastic response by local advertisers once again proves the tremendous sales impact of the radio medium".

NBC-TV Signs to Televise Pacific Conference Games

NBC-TV will televise four football games and 10 basketball games of the Pacific Coast Conference next fall and winter, it was announced jointly last week by Tom S. Gallery, NBC's sports director, and W. J. Parry, radio and tv director of the conference.

West coast sportcaster Chick Hearn will be the play-by-play commentator for all 14 telecasts. The four regional football dates, all Saturdays, are Oct. 12, Oct. 26, Nov. 9 and Nov. 23. They will be seen only in National Collegiate Athletic Assn. District 8, which includes California, Oregon, Washington, Idaho and Nevada.

The 10 basketball contests will be presented on consecutive Saturdays starting Jan. 4. NBC-TV also has exclusive tv rights to the national nine-date grid schedule approved by the NCAA. Arrangements are being made for the network to carry regional telecasts in other areas on the same four dates as the PCC regional program.

Del Monte First to Use NBC Radio C-C Broadcast

NBC Radio's "Hot Line Merchandising Plan," by which sales executives can instantly brief regional distributors from coast to coast, was used for the first time Tuesday by Del Monte (California Packing Corp.), it was announced last week by Matthew J. Culligan, vice president in charge of the NBC Radio Network.

The plan involved the use of a closed-circuit broadcast, during which Del Monte executives told their sales representatives in 24 cities about the company's sponsorship of one-quarter of the NBC *News-on-the-Hour* broadcasts, starting today (Monday).

The 25-minute closed circuit broadcast, originating live in New York, Chicago, Washington and San Francisco, included a promotional description of *News-on-the-Hour* by NBC commentators Chet Huntley, David Brinkley, Leon Pearson and Morgan Beatty. Del Monte's merchandising plans were described by J. H. Allen, divisional sales director in New York; Ross B. Yerby Jr., assistant general sales director, field sales. Other speakers were Mr. Culligan and George Graham, director of sales planning for the NBC Radio Network.

Another unique phase of the merchandising plan calls for the use of special transistor radios encased in Del Monte cans which will be carried by the company's salesmen when they make calls on retailers. Use of the radios enables the salesmen to convey the impact of the on-the-air advertising campaign.

Affiliates Board Plans Meet For CBS Radio Members in Fall

PLANS for the 1957 annual convention of CBS Radio affiliates, to be held in New York Nov. 7-8, were drawn up at a meeting of the board of directors of the CBS Radio Affiliates Assn. in New York last week.

Opening day of the convention will be devoted to closed sessions of the affiliates. Second day will consist of joint meetings with network officials, headed by Dr. Frank Stanton, president of CBS Inc.

The convention was one of several subjects canvassed in last week's sessions. Another was CBS Radio's $5.5 million contract with the Ford Div. of Ford Motor Co. [B•T, May 13] and its effect on long-range programming plans.

Some affiliates have questioned whether they should clear time for the Ford package, on grounds that portions of it eat into lu-

include WJAC-TV

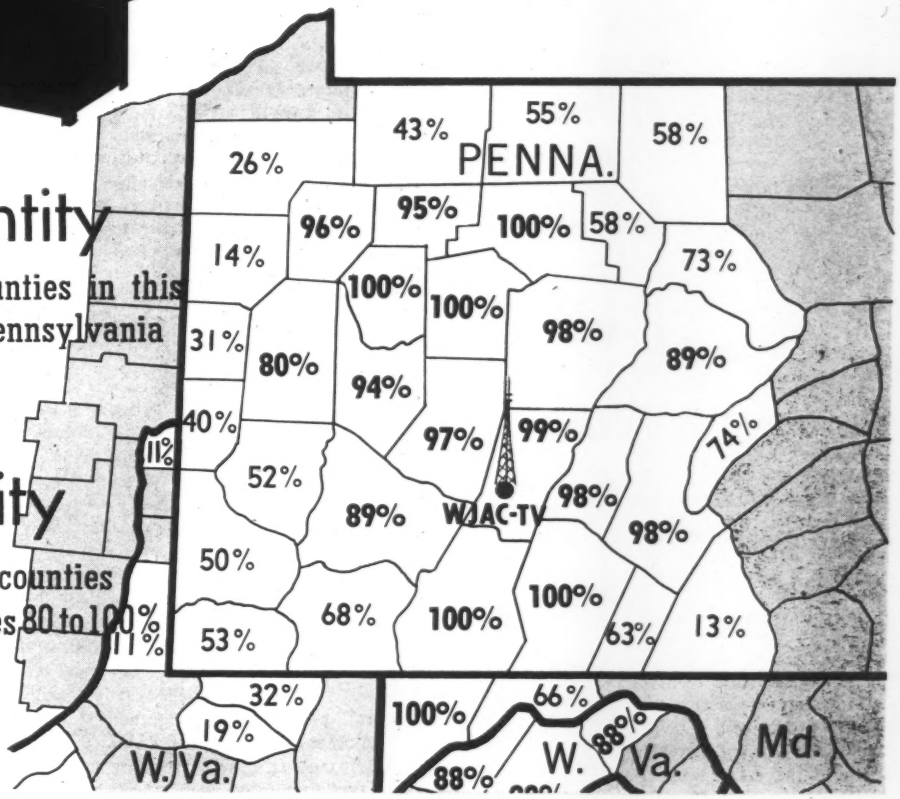
if you want a schedule with a top "Hi-Q"

Hi-Quantity

with 41 key counties in this Southwestern Pennsylvania Marketing Area

Hi-Quality

in 20 of these 41 counties WJAC-TV reaches 80 to 100% of TV homes



The one key to Pennsylvania's 3rd TV Market

OVER A MILLION TV HOMES . . . and WJAC-TV is the one station that can deliver maximum coverage of this vital marketing area. WJAC-TV reaches into 63% of these TV homes . . . and holds viewer preference with outstanding programming. Latest ARB study in the Johnstown-Altoona area alone shows WJAC-TV with 24 out of the 25 top night-time shows. If you have something to sell, in Southwestern Pennsylvania . . . showcase it on WJAC-TV . . . the station with that remarkable Hi-Q!

call your KATZ man for full information about

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

crative station periods, but network officials appeared confident that stations generally would accept [CLOSED CIRCUIT, May 13].

The affiliates' group elected two new members to the board: C. Grover Delaney, WHEC Rochester, to succeed George D. Coleman from District 2, and John S. Hayes, WTOP Washington, to succeed Donald S. Thornburgh of WCAU Philadelphia from District 3. Mr. Thornburgh resigned because of an eye injury that required surgery, and Mr. Coleman because he has left WGBI Scranton, Pa., the station from which he was elected to represent District 2.

The Affiliate Board, headed by John M. Rivers of WCSC Charleston, S. C., met privately on Wednesday and with CBS Radio President Arthur Hull Hayes and associates on Thursday. Board members who attended one or both of the sessions were Chairman Rivers; J. Maxim Ryder, WBRY Waterbury, Conn.; F. C. Sowell, WLAC Nashville, Tenn.; Robert F. Tincher, WNAX Yankton, S. D.; Westerman Whillock, KBOI Boise, Idaho; J. C. Kellam, KTBC Austin, Tex.; Frank P. Fogarty, WOW Omaha; Worth Kramer, WJR Detroit; Lee B. Wailes, Storer Broadcasting Co.; Kenyon Brown, KWFT Wichita Falls, Tex., and Joseph T. Connolly, WCAU (representing Mr. Thornburgh).

CBS-TV Sets Four Star 'Trackdown'; New Film Company Announced

FOUR STAR FILMS Inc. has sold a new western series to CBS-TV for airing next fall. *Trackdown* will be produced in cooperation with the Texas Rangers and tentatively is scheduled for the 8-8:30 p.m. (PST) spot on Fridays.

The show will star veteran actor Robert Culp, who recently appeared on the stage in "Clearing in the Woods."

Col. Homer Garrison, commander of the Texas Rangers, was to be in Hollywood last week to discuss the series with Four Star owners, Dick Powell, David Niven, Charles Boyer and William Cruikshank.

It also was announced last week that Four Star principals have formed a new film firm, Dayton Productions.

Dayton is producing an as yet untitled anthology series to be co-sponsored by Aluminum Co. of America and Goodyear Tire & Rubber Co., 9:30-10 p.m. Mondays on NBC-TV, starting this fall. Physical production will be handled by Four Star Films.

Robert Ryan has been signed by Dayton as one of five stars who will rotate in lead parts in the Alcoa-Goodyear series. Other leads will be David Niven, Charles Boyer, Jack Lemmon and Jane Powell. Another Dayton Productions series, *Richard Diamond, Private Detective*, with David Junssen in the title role, will start July 8 on CBS-TV as a Monday, 9-9:30 p.m. telecast, sponsored by General Foods Corp.

'Damone' to Replace 'Godfrey'

CBS-TV has announced that it will fill the Wednesday, 8-9 p.m. period, effective July 3, with *The Vic Damone Show*, replacing *The Arthur Godfrey Show*, which is being dropped with the June 26 telecast. Mr. Godfrey and the network had informed sponsors, Bristol-Myers Co., Pillsbury Mills and Kellogg Co. that Mr. Godfrey was giving up the show because of strain of his broadcast activity (Mr. Godfrey has various other shows on radio and tv at CBS) [AT DEADLINE, April 15]. Sponsors have not yet been announced for the new show.

CBS Seen as Good Buy In Investment Future

FAVORABLE disposition towards CBS Inc. as a future prospect for investors was indicated last week by two New York investment companies. They were Steiner, Rouse & Co., investment firm, and Arnold Bernhard & Co., investment advisers (also see Bernhard reports on film companies, page 40, and radio-tv manufacturers, page 70).

After outlining the growth of CBS Inc., its favorable broadcasting operation, sales increase in Columbia phonograph records, expansion in the use of electron tubes and semiconductors (via Hytron Div.) and research activity at CBS Labs, Steiner, Rouse predicted a sharp gain in "overall prospects" for this year.

Its verdict: "Currently selling about 10 times the indicated earnings (CBS), stock appears quite reasonably valued and an attractive capital investment. . . . With increased earnings, liberalization of current conservative cash dividend is a reasonable expectation in due course." Also noted is an "outstanding" management record and the "strongly entrenched position" of CBS in its field.

Bernhard took notice that CBS has placed Ampex magnetic video tape recorders into service. Its evaluation pointed up that with a wider application of the equipment, the network probably will be able to reduce "substantially" the operating expenses involved in transmitting tv programs cross-country.

"A wider overall profit margin together with continuing increases in revenues from both tv and radio broadcasting will probably result in a significant expansion in earnings this year," the report predicted.

Estimated by Bernhard for this year are net profits of $2.75 a share on sales of $380 million compared with $2.13 per share on $354 million "preliminarily" reported for 1956. The next three to five years should see a steady growth of sales at CBS with the expansion somewhat slower than that enjoyed in the early 1950s when the tv industry still was very young, the report forecast.

Sid Caesar, NBC Call It Quits After Association of 9 Years

TERMINATION of a 10-year contract between comedian Sid Caesar and NBC was announced jointly last week by the network and Mr. Caesar. Mr. Caesar's program on NBC-TV (Sat., 9-10 p.m. EDT) will end on May 25, two weeks earlier than had been planned originally.

The comedian has been associated with NBC for nine years and has been working on a 10-year contract that still had seven years to run. A clause in the contract gave Mr. Caesar the option to terminate it, if

WICU, ERIE . . . The pick of the packed houses . . .

The Erie picture is mighty prosperous looking, but even better when you get off the ground. An aerial view of the most perfect natural harbor on the Great Lakes reveals that WICU has lots of room to anchor your product in the vast Erie market.

FOR EXAMPLE:

- LAKE CARGO — The Port of Erie annually packs, crates, totes on dollies, jalopies and piggyback, cargo in excess of 7,000,000 short tons. (This dosen't include my mother-in-law, who weighs plenty!)
- DOLLARS — Present Erie manufacturing enterprises employ an estimated 50,000 persons distributing wages of $185 million annually. (Exclusive of baseball pools).
- VISITORS — The tourist and convention trade has mushroomed in the past few years from a $500,000 business to a yearly $13 million. (They doubled the price of rooms!)

The outlook, the look-about and the look-see should convince sales and advertising managers that now's the time to unfurl their beach kimonos, brandish their pails and shovels and simmer in the sunny selling lakeside around Erie.

WICU
ERIE, PA.
CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager
Represented Nationally By
EDWARD PETRY AND CO., INC.
New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

LONG DAY'S JOURNEY INTO NIGHT starring Fredric March and Florence Eldridge

"A PACKED HOUSE EVERY PERFORMANCE"

Around Erie, an out-of-town tryout just packs them in . . . becomes a solid hit and settles down for a long run.

On WICU, top caliber tv programming wins friends for every client's product and consistently gladdens the hearts of every tv advertiser.

A LOOK AT THE BOX OFFICE*

SHOW	NATIONAL	WICU
Code 3	13.0	**50.0**
Groucho Marx	33.6	**50.5**
Jane Wyman	26.0	**52.0**
Dragnet	24.1	**49.3**
Life of Riley	23.5	**48.0**
George Gobel	23.1	**47.5**
Big Story	22.5	**49.8**
Perry Como	31.9	**48.9**
On Trial	20.8	**48.0**
Your Hit Parade	23.2	**45.8**
Kraft TV Theatre	23.4	**46.3**
Blondie	19.9	**47.3**
People Are Funny	21.3	**46.0**
Playhouse of Stars	22.8	**45.8**

*Telepulse March, 1957

Since WICU, timebuyers never had it so good in the Great Lakes region. Whether you buy by the numbers, favor an Ouija board or interpolate the tilt of a track record — WICU is just for you. No need to Geiger count your way looking for loaded ratings. The picking is plenty good! (Check boxoffice and assayer's report).

Now's the time to stage a dry-run rehearsal with your Petry man or Ben McLaughlin, General Manager, regarding adjacency possibilities and available show opportunities. Double check the Erie market-basket story yourself reprinted on the opposite page . . .

WICU ERIE, PA. CHANNEL **12**

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

by June 1, the network could not guarantee him 20 programs in prime time for next season.

Neither the network nor Mr. Caesar would specify the financial details of the contract, but a spokesman for the comedian told B•T that if he had failed to exercise his option and had continued with the contract, he would have received $100,000 per year for the next seven years. An NBC-TV official confirmed this stipulation of the agreement.

Provensen Dies in Washington

HERLUF A. PROVENSEN, 48, formerly chief announcer for NBC Washington, died after a heart attack last Wednesday, May 15. Mr. Provensen had been doing research and writing magazine articles during the past year and formerly was with WGMS Washington as program director.

He is survived by his wife, Hester Beall Provensen, assistant professor of speech at the U. of Maryland, and his son, Herluf Christian Provensen, a student at Harvard College.

Burns, Former CBS Counsel, Dies

JOHN J. BURNS, 56, onetime counsel for CBS and in the mid-1930s counsel with the Securities & Exchange Commission and U. S. Maritime Commission, died May 11 at St. Vincent's Hospital, New York, after a brief illness.

While in private practice in Boston and New York, Mr. Burns at the age of 30 was named to the Massachusetts Superior Court. He left the bench to join SEC as general counsel in 1934. He is survived by his wife, Alice, and five sons.

CNP Licenses 'Home' Wear

NBC's California National Productions Inc. merchandising division, which controls licensing for many NBC-TV programs and personalities, announced licensing rights have been granted to Henry Rosenfeld Inc. for a "home" dress, inspired by Arlene Frances' *Home* show, according to Robert R. Max, division manager. CNP also has announced acquisition of licensing rights to three new properties. Involved are *The Gumby Show*, kiddies program currently on NBC-TV; Kokomo Jr., chimpanzee on network's *Today;* and *The Silent Service*, tv film series on submarine warfare.

NETWORK SHORTS

NBC-TV's *Bride and Groom* will return to network July 1. Show will be telecast Mon.-Fri. 2:30-3 p.m. EDT replacing *Tennessee Ernie Ford Show* which is being dropped permanently so Mr. Ford can devote more time to his evening show. Sponsor for new program has not been announced.

ABC-TV will present *Key Club Playhouse*, series of selected films from *Ford Theatre*, to debut Tuesday (May 21) at 9-9:30 p.m. EDT. Mogen David Wine Corp., for Key wines will sponsor series, which replaces *Treasure Hunt*, also sponsored by Mogen David. Screen Gems produced original films. Agency is Edward H. Weiss & Co., Chicago.

HILL TALK MAKES FCC WARY ON PAY TV

FOUR FCC members had a two-hour "conference" on subscription tv with the chairman of the House Commerce Committee last Tuesday afternoon. The result, apparently, is that there will be no precipitous action on authorizations for experimental pay tv operation.

FCC Chairman George C. McConnaughey and Comrs. John C. Doerfer, Robert T. Bartley and T. A. M. Craven were the FCC members who saw Rep. Oren Harris (D-Ark.), House committee chairman. They were accompanied by aides Warren E. Baker, general counsel; Robert D. L'Heureux, administrative assistant to Mr. McConnaughey, and Louis C. Stephens, Broadcast Bureau attorney. Kurt Borchardt, Commerce Committee communications specialist, was present with Mr. Harris.

Chairman McConnaughey told reporters after the lengthy session, that the meeting resulted in an "exchange of views" between FCC Commissioners and Mr. Harris. The meeting took place after Mr. Harris submitted to the FCC a penetrating series of questions on pay tv [B•T, April 29]. Fundamental questions involving the FCC's authority to approve subscription tv were raised and a strong implication made that the Commission should come to Congress before taking any further steps on the controversial proposal.

While no formal details of the meeting were revealed, it was understood the upshot was that the Commission would not take any steps to approve tests of pay tv before a hearing was held to elicit more information. It was qualified opinion that the Commission might even then consult with Congressional committees prior to further action.

It was known, however, that Mr. Harris neither sought nor received any commitments on what the FCC might do next.

It was clear, according to informed sources, that Chairman Harris agreed with the view that hearings should be held to procure more information, and that the FCC should then return to Congress for guidance.

At one point, it had been known, there was a majority at the FCC who seemed in favor of approving some forms of tests —particularly in multi-station markets. The major question at issue was whether to require additional information—on operating specifics as well as the so-called "constitutional" questions—before authorizations were issued.

At last Wednesday's Commission meeting, a draft of a response to Mr. Harris was submitted by the staff for consideration. The Commission did not feel entirely satisfied with the proposed answers, and "passed" the item until the next meeting (May 22). In some instances the staff's draft implied that answers could not be given until actual operations are underway.

Film Producers Plead For Financial Secrecy

A GROUP of high-powered attorneys representing major tv film producers and distributors spent two hours last Tuesday attempting to persuade the four-man FCC network study committee that the film companies should not be forced to divulge "competitive" financial data regarding production costs and selling prices of their syndicated film wares.

The meeting was an outgrowth of the film companies' motion to quash FCC subpoenas at a hearing in New York three weeks ago before Chief Hearing Examiner James B. Cunningham [B•T, May 6]. Counsel were scheduled to file with the examiner briefs on the legality of these motions last Friday.

The tv film producers and exhibitors charged that the financial data requested by the FCC network study staff was not relevant to the network study.

Involved, it is understood, are itemized production costs for individual syndicated programs, and the selling price of these programs to individual stations and to networks.

The film spokesmen told the Commissioners they are willing to submit total production costs and total income from the sale of programs to individual stations and networks but pleaded that the submission of

VIDEO LETS BARTLESVILLE CONTRACT

A CONTRACT has been signed between Video Independent Theatres Inc. and Southwestern Bell Telephone Co. to wire Bartlesville, Okla., for closed circuit telemovie operations, it was announced last week.

The agreement provides that Video will put some 38 miles of coaxial cable on telephone poles and will then pay the telephone company rental for the use of the cable and utility poles. Work is expected to start soon and be completed in the next six to eight weeks. The telephone company will maintain main cables and amplifiers. Video's subsidiary, Vumore Co., will install tap-outs to subscribers' homes and service them.

The Bartlesville experiment will begin in July or early August, Henry S. Griffing, Video president, announced. A solicitation campaign to sign up subscribers at $9.50 per month, for a specified number of feature films, will begin as soon as the main lines are in place. In addition, Mr. Griffing said, the service will offer news, time, weather, educational and entertainment programs and recorded music. Video plans to spend $300,000 in wiring up the Oklahoma city [B•T, Feb. 18].

more women listen to WPEN'S 950 CLUB than any other program in philadelphia

WPEN

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco*

detailed information would be commercially prejudicial.

The network staff maintained that the information was required for a true economic study of the tv film industry.

Many of the film producers and syndicators involved in the present subpoena fight were among the group which met with the network study staff over a year ago and charged that they were being frozen out of desirable station time because of "restrictive" network practices.

The FCC's network study committee officially took under advisement the requests of the film companies to withdraw the subpoenas. The Commission's network committee comprises Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer. Present at last week's meeting were Dean Roscoe R. Barrow, Louis H. Mayo and Ashbrook P. Bryant, of the network study staff, and the following attorneys:

Paul A. Porter and Daniel Glass, Screen Gems; Harry M. Plotkin, Entertainment Productions Inc.; A Frank Reel and Adrian W. DeWind, Ziv Television Productions; Murray Schreier and Edwin L. Weisl Jr., Music Corp. of America and subsidiary Revue Productions; Milton Kayle, Television Programs of America, and Lee Moselle, Official Films. Mr. Porter also represented the Assn. of Tv Film Distributors (Ziv, Screen Gems, TPA and Official).

Scripps-Howard Radio to End Efforts to Stay Ch. 10 Grant

SCRIPPS-HOWARD RADIO Inc. (WNOX Knoxville, Tenn.) last week ended its efforts to have the January 1956 grant of ch. 10 there to WBIR-TV set aside.

The FCC last month denied petitions by WNOX (one of the losing applicants for the channel) for a stay of the grant and for a rehearing. Scripps-Howard announced that it plans no further appeals and will withdraw its request for a stay, pending before the U. S. Court of Appeals in Washington. The reason for the action, Scripps-Howard said, was the long period of time its petitions were pending before the FCC acted on them (they were filed in February 1956).

In addition to WNOX, Scripps-Howard owns WCPO-AM-TV Cincinnati, WEWS-AM-TV Cleveland, WMC and WMCT (TV) Memphis and a chain of newspapers.

Still pending before the appeals court is a protest of the grant by a third applicant, Tennessee Tv Inc.

FCC Extends KTVI (TV) STA

KTVI (TV) St. Louis was assured of the use of ch. 2 that city for many months to come when the FCC last week extended its temporary authority to telecast on that channel to Feb. 1, 1959, or until an applicant is awarded a cp for the facility.

Ch. 2 was assigned to St. Louis in late February by the FCC and KTVI (then on ch. 36) was awarded temporary use of the vhf channel. Applications for a permanent grant of ch. 2 are pending by KTVI and Louisiana Purchase Co.

San Francisco-Oakland Gets FCC Ch. 2 Grant

CH. 2 in Oakland-San Francisco will be awarded to San Francisco-Oakland Tv Inc., according to instructions the FCC gave its staff last week.

The Commission directed that a final decision be prepared favoring that applicant over Ch. Two Inc. (recommended for the grant in an examiner's initial decision) and Tv East Bay Inc. The Commission stated that the staff instructions, reportedly the result of a 4-3 vote, are not final and can be changed.

According to reliable reports, Comrs. McConnaughey, Hyde, Doerfer and Lee voted for San Francisco-Oakland Television Inc., and Comrs. Bartley, Mack and Craven voted for Television East Bay. There were no votes for Channel Two Inc.

Comparative hearings among the three applicants began July 9, 1954, and the record was closed the following January. Ch. Two's proposal to locate its only studio in Oakland and concentrate its programming and advertising toward residents of the East Bay area (Oakland) was a deciding factor in Examiner Thomas H. Donahue's initial decision (released in June 1956). This plan was attacked vigorously by the other applicants, who claimed the proposal is contrary to Commission policy set forth in the Petersburg, Va., ch. 8 grant, in oral argument before the Commission last March.

Ward Ingram (general manager of the Don Lee Network) and William Pabst (former General Teleradio and Don Lee executive and current general manager of KFRC San Francisco) each own 47½% of San Francisco-Oakland Tv Inc. The remaining 5% is held by consulting engineer Harry Lubke.

With the disposition of the Oakland-San Francisco case, applicants still awaiting final decisions by the Commission are those for ch. 7 in Buffalo, N. Y.; ch. 9 in Orlando, Fla.; ch. 7 in Seattle, and ch. 2 Biloxi, Miss.

Tampa-St Petersburg Gets Ch. 10; Commission Acts on Five Others

THE FCC last week directed its staff to prepare an order assigning ch. 10 to New Port Richey, Fla., Tampa-St. Petersburg area as a "drop-in," giving that area its third commercial vhf channel.

The assignment, requested by Suncoast Cities Broadcasting Corp. of St. Petersburg, has been pending before the Commission for over three years. Ch. 36 WJHP-TV Jacksonville, Fla., had sought the same facility for Bunning, Fla. Commercial stations presently operating in Tampa-St. Petersburg are ch. 8 WFLA-TV, ch. 13 WTVT (TV) and ch. 38 WSUN-TV.

Finalized by the Commission last week was the addition of ch. 12 to Lamar, Colo., effective June 20.

Channel shifts denied by the FCC:

To replace educational ch. 11 Lexington, Tenn., with ch. 49 and assign ch. 11 to St. Joseph, Tenn., for commercial use. Proposed by Aaron B. Robinson of Jackson, Tenn., and Gregory Broadcasting Co., Muscle Shoals, Ala.

Proposal by ch. 26 WTVK (TV) Knoxville, Tenn., to delete ch. 7 from Spartanburg, S. C. (WSPA-TV), and assign it to Knoxville and Columbia, S. C., or Augusta, Ga. Comrs. Robert E. Lee and Robert T. Bartley dissented.

Proposal by Philipsburgh-Clearfield Tv Co. that ch. 3 be assigned to Clearfield, Pa. Comr. Bartley dissented.

To shift ch. 5 from Raleigh, N. C. (WRAL-TV), to Rocky Mount, N. C.; shift ch. 50 from Rocky Mount to Raleigh and reserve it for commercial use; delete the educational reservation on ch. 22 Raleigh, and add ch. 44 to Raleigh. These changes were requested by ch. 28 WNAO (TV) Raleigh.

Senate Cuts USIA Budget, Asks Agency's Return to State Dept.

IN a rare move expressing the current Congressional drive for economy, the Senate Appropriations Committee last week slashed the U. S. Information Agency 1958 fiscal appropriation by 37% from the $144 million requested by President Eisenhower. The cut reduced even further the $106 million approved by the House of Representatives last month.

At the same time the Senate group unanimously recommended that USIA be returned to the State Department (USIA was made an independent agency in August 1953).

The Senate committee voted by more than two to one to approve $90.2 million for USIA for the fiscal year beginning July 1. It is uncommon for the Senate to cut an appropriation below a House-passed figure; usually the Senate restores House slashes. The committee recommendation was submitted to the full Senate late last week.

But the committee said it was impressed with the Latin American broadcasts which it believes warrant expansion. It suggested extension of WRUL Scituate, Mass., radio broadcasts into Brazil to insure more complete network coverage of all Latin America.

The committee also restated again this year that no less than $350,000 shall be utilized for contracts with private radio licensees, leaving their selection to USIA discretion.

WWBZ Finally Gets Renewal

AFTER five years of trying, WWBZ Vineland, N. J., last week got a renewal of license from the FCC. The FCC finalized a Feb. 11 examiner's initial decision recommending the renewal.

The station first applied for a new license in February 1952. The application was set for hearing of charges that horse race information broadcast by WWBZ was being used for illegal purposes. The favorable initial decision found this programming had been eliminated and the Commission, noting that there had been no objections filed to the examiner's recommendation, made the decision final.

* * *

Smulekoff's Furniture Store
Has 2½ acres of floor.
That should be enough
To display all their stuff,
But we force 'em to keep getting more.

* * *

More furniture, that is, which delights Mr. S. no end, not only because he loves to buy furniture, but also because he loves to sell furniture. It has something to do with turnover, which is bad when applied to customers and dandy when applied to merchandise.

"Last year we used WMT exclusively to reach out beyond the normal Cedar Rapids trade territory. Results have certainly justified our confidence, and support your claim that WMT covers the whole of Eastern Iowa." Close quote from Mr. Smulekoff.

We never argue with a customer, especially when we agree with him.

For further details about the CBS radio station for Eastern Iowa, check with your Katz Agency man.

Pre-trial Talks Set In Justice-RCA Suit

FIRST pre-trial conference in the government's civil antitrust suit against RCA-NBC was set for June 28 by Federal District Judge William H. Kirkpatrick last week when motions were argued in the Philadelphia court.

The Justice Dept. suit against RCA-NBC involves the 1955 swap of NBC's Cleveland radio-tv stations plus $3 million for Westinghouse Broadcasting Co.'s Philadelphia properties. The government charged that NBC coerced WBC into agreeing to the transfers by threatening to withhold or withdraw its affiliation from WBC stations. Justice is asking that NBC be forced to sell the Philadelphia stations and be forbidden to acquire any additional tv stations in the first eight markets [B•T, May 13].

It was indicated during the court argument last week that the most significant issue when the trial gets underway will be the question of whether one government department can upset the action of another government agency. This is the question of concurrent jurisdiction, and is the basis of RCA-NBC's reply to the government's suit —that the Justice Dept. may not intervene now to set aside the FCC's approval of the transfers.

RCA-NBC claimed the Justice Dept. should have intervened when the case was before the FCC.

Among other matters settled at last week's motions argument were the following:

• The court ordered the government to answer some of the interrogatories submitted by RCA-NBC and excused the government from answering others. The government had balked at answering some of the questions submitted by RCA-NBC.

• The court took under advisement an RCA-NBC request for the minutes of the 1956 Philadelphia grand jury which investigated but failed to return an indictment on the NBC-WBC exchange.

FCC Approves Purchases Of KOWH and WEAT-AM-TV

APPROVAL of the sales of KOWH Omaha, Neb., and WEAT-AM-TV West Palm Beach, Fla., was announced by the FCC last week.

National Weekly Inc. has bought KOWH from Storz Broadcasting Co. [B•T, March 25-April 1] for $822,500. William F. Buckley, author of the controversial *God and Man at Yale* and co-author of *McCarthy and His Enemies*, publisher of *National Review* and formerly associated with the *American Mercury*, is the principal owner of National Weekly Inc.

Sale of KOWH leaves Storz with WDGY Minneapolis, WHB Kansas City, WTIX New Orleans and WQAM Miami. KOWH was the first station acquired by Storz, purchased in 1949 from the *Omaha World-Herald* for $75.000.

RKO Teleradio Pictures Inc. sold WEAT-AM-TV to Palm Beach Television Inc. [B•T, April 1] for $600,000. Rand Broadcasting Co. is 80% owner of the stations and the remaining 20% is owned by Bertram Lebhar. Rand Co. is licensee of WINZ Miami and Mr. Lebhar is general manager of WEAT-AM-TV.

Mr. Lebhar holds an option to purchase an additional 5% from Rand. Rand Co. principals, Rex Rand and Nathaniel J. Klein, have interests in WFML-TV Miami.

RKO purchased WEAT-AM-TV in July 1955 [B•T, Aug. 1, 1955], from the Robert Meachem interests for $301,000. The purchaser has agreed to pay all losses incurred by the stations from Oct. 1, 1956, and pay costs of all equipment purchased during that period.

This leaves RKO with radio-tv properties in New York, Boston, Los Angeles and Memphis and radio stations in San Francisco and Washington.

'ECONOMY' ON HILL

WHEN Congress last used a joint recording facility in fiscal year 1957 for members to make films and tapes at bargain rates for distribution to stations back home, it cost the House of Representatives $51,000 for that body's share. But now that both House and Senate have their own studios, a House appropriations subcommittee, which last week reported out its portion of the Capitol housekeeping bill, estimated recording costs in fiscal 1958 at $104,000. No report on Senate costs has been made.

Solons Introduce Bills to Free More Government Information

IDENTICAL bills to free more government agency information to the public and to Congress have been introduced in the House by two congressmen.

The bills (HR 7173 and 7174) to amend section 3 chapter 324 of the Administrative Procedure Act of 1946 were introduced by Rep. John E. Moss, chairman of the House Government Information Subcommittee, and Rep. Dante B. Fascell, subcommittee member. The legislation has been referred to the House Judiciary Committee, headed by Rep. Emanuel Celler (D-N. Y.).

The bills would require every government agency to file for publication in the Federal Register and the Code of Federal Regulations the following:

• Agency's central and field organizations and its hierarchy of personnel.

• Its procedural rules and regulations and general policy statements.

• Its orders and opinion statements.

The agencies also would be required to publish a resume on the availability of its records.

The congressmen's action was based on recent hearings of the House Government Information Subcommittee and the Senate Constitutional Rights Subcommittee. The legislators claim that many federal agencies have distorted the public information section of the Administrative Procedure Act in order to restrict information from Congress and the public.

House Antitrust Unit Assumes Authority in ASCAP Squabble

JURISDICTION over the planned investigation into internal ASCAP complaints by small publishers and composers has been transferred from the House Small Business Subcommittee No. 5 (on distribution problems), headed by Rep. James Roosevelt (D-Calif), to the House Antitrust Subcommittee, chaired by Rep. Emanuel Celler (D-N. Y.).

In recent correspondence, the two congressmen agreed that the House Antitrust Subcommittee should handle the investigation—provided this subcommittee covers certain small business complaints in future hearings on the matter.

Rep. Roosevelt listed the following points he wished included in the Antitrust Subcommittee's hearings—as yet unscheduled:

• Complaints by small publishers and composers that they are unable to obtain from ASCAP leadership "a truly representative or complete monitoring of their music played on radio and tv stations, with which ASCAP has entered into royalty agreements."

• Allegations by the same group that "the weighted vote in favor of composers of many 'hit' tunes gives those persons . . . a disproportionate voice in association affairs and deprives [them] of fair representation on the Board of Directors, which . . . makes the rules in regard to royalty distribution."

Rep. Celler assured Rep. Roosevelt that the Antitrust Subcommittee would cover these points in hearings to be held before the end of the current Congressional session.

In his initial letter to Rep. Roosevelt, Rep. Celler stated that Antitrust Subcommittee members felt the proposed work by the House Small Business subcommittee would conflict—and duplicate—the past investigation by his (Rep. Celler's) group.

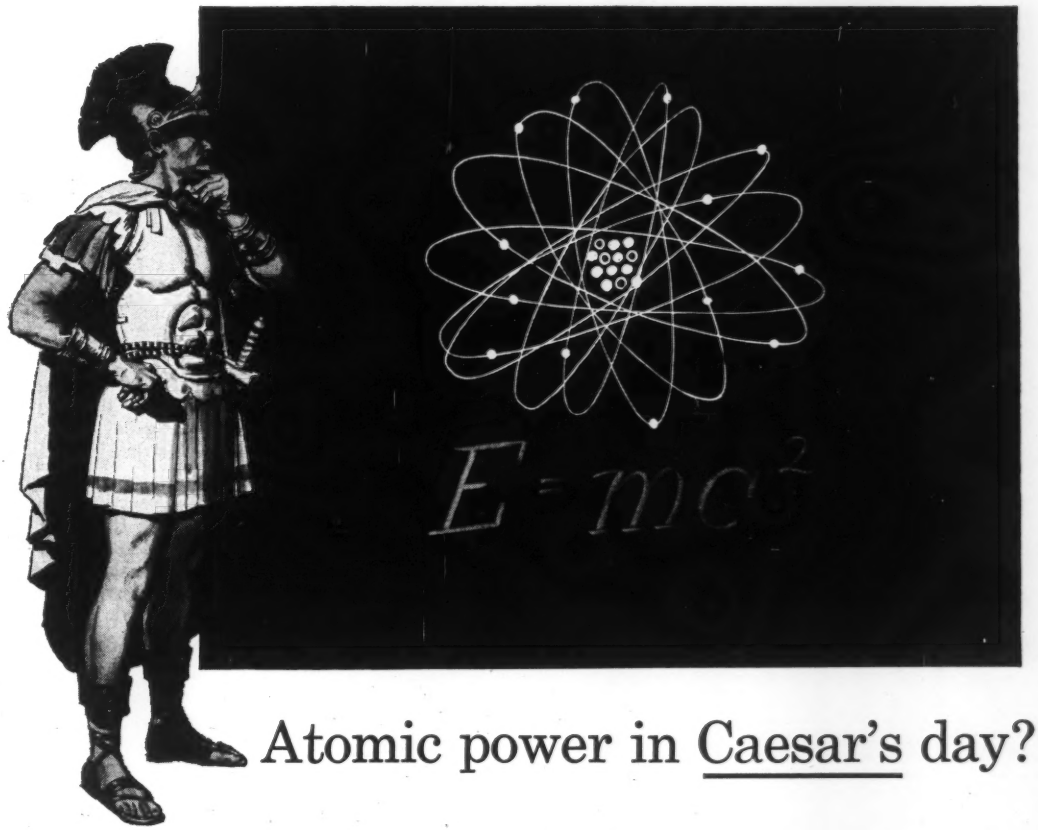
Rep. Celler said an important aspect of the Antitrust Subcommittee's planned work this year would be "an examination of various antitrust consent decrees negotiated by the Dept. of Justice, including the ASCAP decree . . ." He noted that his subcommittee currently is preparing a report on the competitive practices in the music field—the result of extensive hearings held last September into the ASCAP-BMI feud. [B•T, April 22].

FCC Asked to Approve Sale Of Second Half of KNAC-TV

SALOME S. NAKDIMEN, facing an FCC hearing on her sale of one-half of KNAC-TV Ft. Smith, Ark., has asked the Commission for approval of the sale of the other half (3 shares) of the station to Harry Pollock and the Harry Newton Co.

Mr. Pollock, Ft. Smith businessman, is buying 2 shares for $41,000, with Newton Co., Oklahoma City real estate firm, purchasing the remaining share for $17,666. Newton Pollock, head of Harry Newton Co., is the son of Harry Pollock. The station reported that it lost $25,188 during the first two months of 1957.

The FCC approved the sale of 50% of



Atomic power in Caesar's day?

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In this sense, then, we have available *today* in existing raw materials the inventions that can make our lives longer, happier, and inconceivably easier. We need only *knowledge* to bring them into reality.

Could there possibly be a better argument for the strengthening of our *sources* of knowledge—our colleges and universities? Can we possibly deny that the welfare, progress—indeed the very *fate*—of our nation depends on the quality of knowledge generated and transmitted by these institutions of higher learning?

It is almost unbelievable that a society such as ours, which has profited so vastly from an accelerated accumulation of knowledge, should allow anything to threaten the wellsprings of our learning.

Yet this is the case

The crisis that confronts our colleges today threatens to weaken seriously their ability to produce the kind of graduates who can assimilate and carry forward our rich heritage of learning.

The crisis is composed of several elements: a salary scale that is driving away from teaching the kind of mind *most qualified* to teach; overcrowded classrooms; and a mounting pressure for enrollment that will *double* by 1967.

In a very real sense our personal and national progress depends on our colleges. They *must* have our aid.

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ch. 5 KNAC-TV last February to George T. Hernreich. Approval of this sale, protested by Southwestern Publishing Co. (ch. 22 KFSA-TV Ft. Smith), was set aside and a hearing ordered by the FCC earlier this month [B•T, May 6]. Southwestern claims it had an option to purchase KNAC-TV from the late H. S. Nakdimen and that Mrs. Nakdimen, his widow, who took over control of the station, conspired with Mr. Hernreich to breach this agreement.

Appeals Court Hears Arguments On WKST-TV Transmitter Shift

THE U. S. Court of Appeals in Washington last Thursday heard arguments on a request for a stay of the FCC action granting ch. 45 WKST-TV New Castle, Pa., a move of its transmitter site toward Youngstown, Ohio.

In seeking the stay, ch. 73 WXTV (TV) Youngstown claimed the Commission had not made proper affirmative findings in granting the move and that the station would not, in fact, be a New Castle station but would become a Youngstown oulet. WSKT-TV and the FCC argued that WKST-TV would become a Youngstown outlet. WSKT-tion and the public interest would be served by the grant.

Oral argument on the WKST-TV move is scheduled for today (Monday) before the FCC, with WXTV seeking a full evidentiary hearing. The ch. 73 station also had sought to apply for ch. 45, but this application was ruled unacceptable by the Commission on the grounds the channel already was occupied. Neither of the stations is on the air at the present time.

FCC Dismisses Applications For Sales at Storer Request

AT THE request of Storer Broadcasting Co., the FCC last week dismissed Storer applications to purchase one vhf tv station and sell another.

Going by the boards was the proposed *Washington* (D. C.) *Post* (WTOP-AM-FM-TV) purchase of WAGA-AM-FM-TV Atlanta for $6.5 million [B•T, Nov. 5, 1956]. This sale was contingent on Commission approval of Storer's purchase of WMUR-TV Manchester, N. H., which the FCC has indicated necessitates a hearing. Storer presently owns the maximum five vhf stations and would have to dispose of one if the WMUR-TV buy is finalized.

Also dismissed was the proposed Storer purchase of dark ch. 3 KSLM-TV Salem, Ore., from Glenn E. McCormick for $27,277. Storer had sought a waiver of the five-vhf ownership rule to make the KSLM-TV purchase possible and sought a move of that station's transmitter to within 10 miles of Portland, Ore. [B•T, Nov. 19, 1956]. These requests also were dismissed.

Both sales contracts have expired and have not been renewed, Storer told the Commission in seeking dismissal of the applications for approval.

Minority Views Seen In Celler Document

A strong indication that the proposed Celler report on the tv industry might be accompanied by one or more minority reports was seen last week as the seven-man House Judiciary Antitrust Subcommittee continued its review of the draft proposal on the subcommittee's television investigation [B•T, May 13].

There were acknowledged reports that compromises had been worked out at the subcommittee meeting last Wednesday, and that Chairman Emanuel Celler (D-N. Y.) had instructed the staff to confer with dissident members in an effort to work out an acceptable compromise on many sections of the voluminous report (understood to run about 144 "galleys," equivalent to about a 200-page finished report).

But, there also were authoritative reports that on some sections the chairman and staff were adamant. It is here that minority opinions are expected to be submitted. It was definitely understood that the division of the subcommittee is not along party lines.

Still adhered to is Mr. Celler's estimate that the report may be issued by the end of this month or early in June.

It was understood the final report may be "drastically" changed in some sections from the original draft. But it was also clear, according to informed sources, that some of the key sections will remain pretty much as they are at present, with substantial changes being fought by the chairman and staff members. Attached to these sections will be opposing views held, it is believed, by a significant number of subcommittee members.

According to reported versions of the draft of the House Antitrust Subcommittee report, the FCC is urged to prohibit must-buy practices and option time provisions in affiliation contracts, and to maintain present limitations on license and network affiliation contract periods. The report also chastises the Commission for failing to hold hearings on the NBC-Westinghouse Broadcasting Co. stations swap, and urges the Department of Justice to pursue its investigation of the "monopoly" aspects of the industry-owned BMI [B•T, May 13].

Church Complaint Denied

THE FCC denied the petition of the First Methodist Church, Los Angeles, for a hearing on why KFAC Los Angeles should be allowed to terminate its Sunday broadcast, noting as it did so that it has no censorship control over programming.

KFAC had told the church that its program was "inadequate in many respects." It also told the church that it is negotiating with the local church federation to replace the program. And FCC noted that because of this, it could not "conclude, solely on the basis of the first six months' operation, that station KFAC's decision to substitute one religious program for another constitutes a misrepresentation of its (original) programming proposals."

Congressmen Laud Winners Of 1956 Peabody Awards

TWO recipients of the 17th annual George Foster Peabody awards for 1956—an NBC show and an ABC radio newscaster—were lauded for their achievements last week by two congressmen [B•T, April 22].

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, praised NBC's *Youth Wants to Know* (founded and produced by Theodore Granik) as a program which "has long and consistently presented eminent authorities in the fields of government, politics, finance, foreign affairs, the arts, the sciences."

Rep. Gordon Canfield (R-N. J.) commended Edward P. Morgan, ABC newscaster, for his receipt of the Peabody award for radio reporting, stating that Mr. Morgan was well known among members of Congress and "held in high esteem by his colleagues of the Radio-Television Correspondents' Galleries" to which he was recently elected vice chairman of the executive committee. Rep. Canfield entered into the record a recent column on Mr. Morgan by Lawrence Laurent, radio-tv editor for the *Washington Post*.

WPFH Group Denied Injunction

MINORITY stockholders of WPFH (TV) Wilmington and WIBG-AM-FM Philadelphia last week failed to get a court injunction against Storer Broadcasting Co.'s purchase of the three stations which was approved in late March by the FCC [B•T, April 1].

The sale itself had been taken to federal court by eight stockholders holding 2,400 shares of an outstanding 1,609,204 Class A WPFH common stock. They claimed the sales price of $5,626,437 was inadequate. They also have charged that Paul F. Harron, majority stockholder, and his wife, were slated to get better benefits than other stockholders [B•T, May 13].

FTC Charges 5 Window Firms With Using Bait Advertising

THE Federal Trade Commission has charged five affiliated firms with using bait advertising to sell aluminum storm window screens and storm doors.

They are Mid-Tex Corp., and Apex Window Co., both of Brooklyn; Famous Window Co. of Pennsylvania, Pittsburgh; Famous Window Co., Detroit, and Ace Window Co. of Missouri, Kansas City. Also named was Martin Window Co. of Brooklyn in a complaint that the firms used bait ads in newspapers and on radio and tv.

A typical ad, the complaint says, offers screen and storm windows for $10.45. When salesmen contacted customers, they controverted claims made in the ads and employed other tactics to sell higher-priced merchandise, it is charged. A hearing was scheduled July 10 in New York before an FTC hearing examiner.

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May 15, 1957.

'56 COLOR COST RCA $6.9 MILLION

• N. Y. investment advisors report on electronics firms

RCA's color tv activities last year actually lost the company about $6.9 million net after taxes, an investment evaluation by Arnold Bernhard & Co., New York, investment advisers, indicated.

According to the recent report, made available last week, this loss was the principal reason for RCA's decline in earnings last year.

Nevertheless, the report noted, RCA was able to sell 102,000 color sets last year, more than all other manufacturers combined. It is believed by Bernhard that RCA will attain its goal of selling 250,000 units this year and "if so, the company probably will be able to eliminate all losses in its color activities."

Predicted is a likely recovery this year of about $3.15 a share from $2.66 a share reported for 1956.

Other Bernhard & Co. looks at the electronic equipment manufacturing field:

Admiral Corp.—This company is in a "bumpy transition period to mass marketing of color tv." Dollar sales fell 10% last year despite larger unit volume in tv sets and appliances than in 1955. This year should be as poor, and perhaps even worse, for tv and appliance manufacturers. For the longer term, Admiral's prospects appear favorable.

Allen B. DuMont Labs—The "road back to prosperity" for this company has been "rough." Tv set manufacture has produced no profit because of a bad market situation and DuMont has been "unwilling to sacrifice quality in order to maintain volume in a keenly competitive market." Result, the report observed, has been "a series of deficit quarterly earnings reports." DuMont, however, is not planning a cut-back in production schedules. Losses can be expected for the first half of this year with the third quarter perhaps at the break-even point. Profitable operations will depend on the success of the Lawrence color tv tube. DuMont has an agreement with Chromatic Television Labs (50% owned by Paramount Pictures Corp.) to manufacture the new color tube.

Emerson Radio & Phonograph Corp.—Emerson was no exception to last year's severe competition, lower prices and rising costs which reduced profits of tv manufacturers. Emerson had poor earnings in 1956, can expect poor results again this year, having already cut its tv output one-third. Color tv and air conditioning should provide the firm's "backbone" in volume three to five years from now.

General Electric Co.—The report does not distinguish the various GE activities but GE on the whole "feels that nothing short of a serious recession can forestall record sales and earnings again this year."

Magnavox—Its gains can be expected to be smaller as competitive factors in tv set making take hold this year. But the "soundness of its organizational structure" ought to pull it through this pre-color tv period.

Philco Corp.—Noted was Philco's large percentage of tv set sales accounted for by lower-priced portables. Philco is judged by the report as likely to be "one of the prime beneficiaries of color tv."

Sylvania Electric Products—In the last three months of last year, Sylvania was affected by poor market conditions in the tv and appliance fields. The first nine months showed favorable earnings and sales. Sylvania's new wide-angle picture tube may bolster sagging tv tube and set sales, the report believes. Sylvania should reach $350 million in sales this year with aid from its acquisition of Argus cameras, its new wide-angle tube and a growing replacement parts market.

Westinghouse Electric Corp.—Like GE, the report does not break down all Westinghouse products. The firm, which suffered a prolonged (156 days) strike that ended March 25, 1956, and which has adopted a new accounting system, showed depressed earnings for last year, but, the report stated, "Today, Westinghouse is firmly back on its feet, with a heavy backlog of unfilled orders and a favorable five-year labor contract."

Zenith Radio Corp.—Unit sales and dollar volume were off last year with the tv set slump pulling overall sales and earnings totals down. But so far as the industry average was concerned, Zenith's tv line fared better; its sales of radio, phonograph and high fidelity receivers improved. On the short range, Zenith has "planned its production well," had no "burdensome inventories" this year and though operating in extremely keen competition should be able to repeat in 1957 its dividend payments of last year. For the long-term future, Zenith may have three main avenues for sizeable earnings growth: color tv, subscription tv and diversification. (Zenith owns Phonevision pay tv system.)

Jerrold Net Income Up

JERROLD ELECTRONICS Corp., Philadelphia, last week reported a net income of $166,133, or 15 cents a share, for the fiscal year ended Feb. 28 compared to $119,838, or 11 cents a share a year earlier, not counting a non-recurring tax credit for fiscal 1955-56.

Net sales and service revenues for the same period, according to Milton J. Shapp, president, were $5,142,702 against $3,703,065 in the previous fiscal year.

Mr. Shapp attributed the improved earning picture, which ranged from a loss in the first half of the fiscal year to a profit in the second six months, largely to the firm's expansion and diversification program.

SURROUNDED by some of the 435 DuMont receiving tube types to be marketed by the Television Tube division of the Allen B. DuMont Labs are (l-r) Robert G. Scott, sales manager; Alfred Y. Bentley, division manager, and John Wolke, assistant manager, renewal sales.

DuMont's Tv Tube Division Offers Receiving Tube Line

A COMPLETE line of receiving tubes for television, radio, communications and industrial electronics, in addition to picture tubes, will be marketed by the television tube division of Allen B. DuMont Labs. According to Robert G. Scott, sales manager of the division, the complete tube requirements of parts jobbers can now be filled with DuMont products.

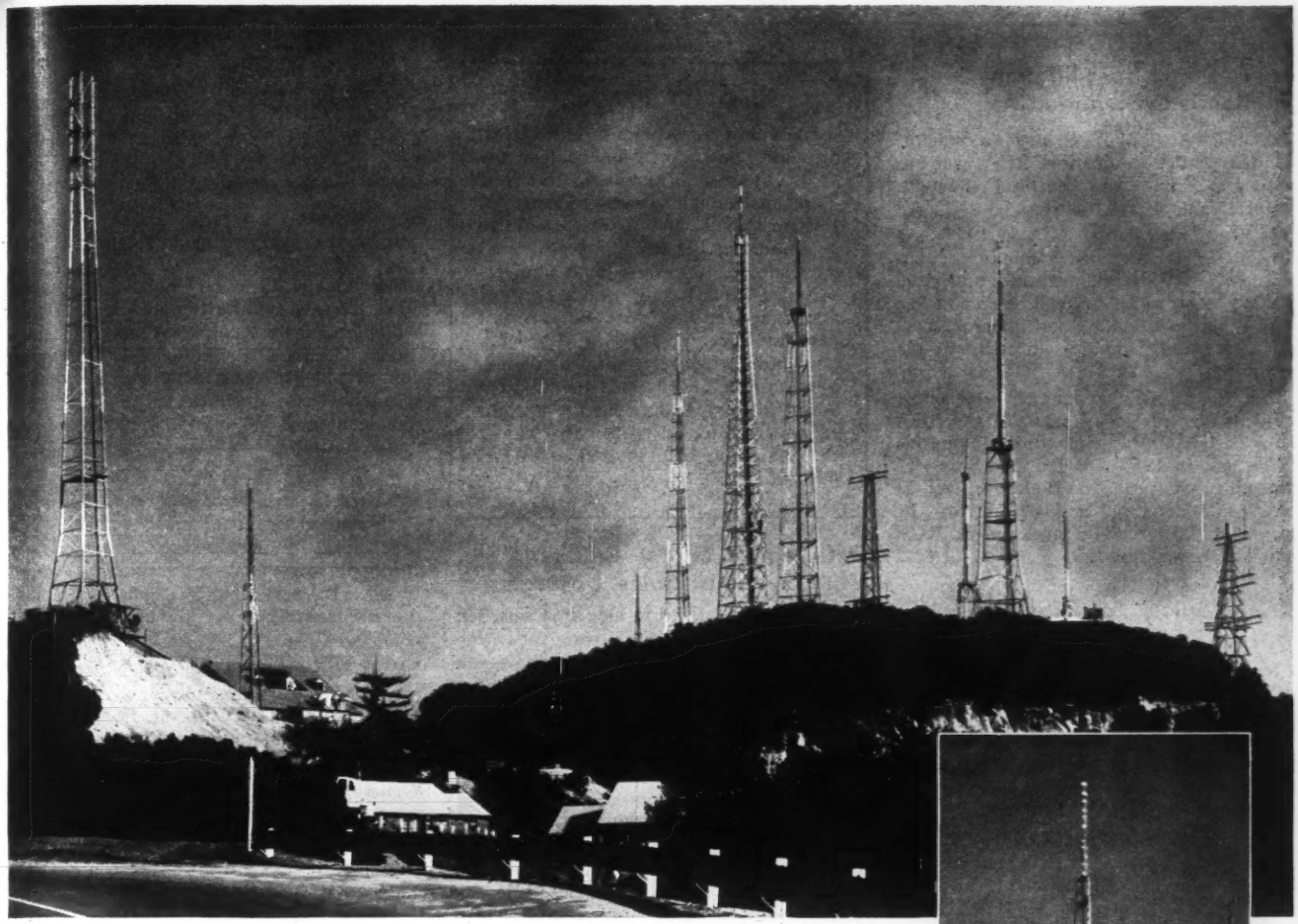
DuMont has provided television picture tubes to electronic parts distributors since 1938, when the company marketed its first all-electronic television receiver. It maintains a national sales organization for the sale of picture tubes and television replacement parts through wholesale electronic firms.

The availability of approximately 435 DuMont receiving tube types in addition to picture tubes will enable wholesale firms and servicemen to specialize on DuMont quality tube products, Mr. Scott told a sales meeting of DuMont picture tube representatives at the Blackstone Hotel in Chicago May 11, preceding the Electronics Parts Show today (Monday) through Wednesday. DuMont is displaying the new tubes at the show.

Craig Quits AT&T Chairmanship

RESIGNATION of Cleo F. Craig as chairman of the board, effective May 31, was announced last week by American Telephone & Telegraph Co. He will continue as a director and member of the executive committee. Now 64, Mr. Craig has been with the Bell System for 44 years.

Meanwhile, AT&T last week declared a quarterly dividend of $2.25 per share payable July 10 to share owners of record June 10. It is the 145th consecutive dividend at the annual $9 rate, paid over a period of 36 years. AT&T has about 1.5 million stockholders.



Five Ideco Towers take the punishment at nation's most rugged antenna farm

It's not always as peaceful as this on top of Mt. Wilson, 5,900 feet above Los Angeles, where Ideco towers serve 5 television stations.

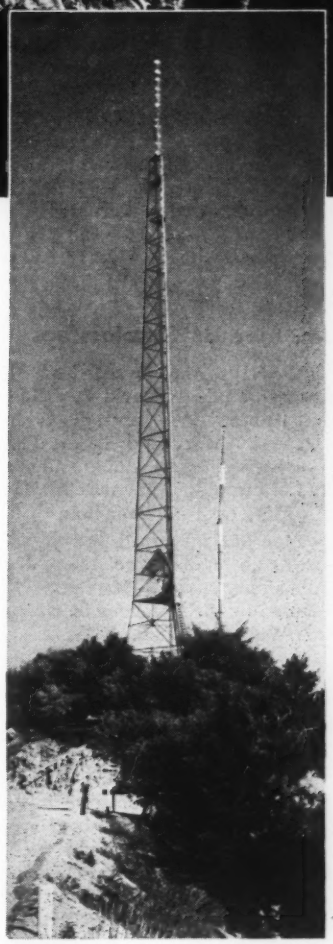
In the winter, loaded down with ice and hammered repeatedly with gale-force winds, these towers absorb some of the roughest punishment that towers take anywhere in the country.

Despite these extreme conditions the 5 Ideco towers have faithfully done their job for each of the 3 to 10 winters they've been in service.

Dependability like this is designed and fabricated into every Ideco tower. It's the unseen but essential factor contributed by the tower engineers at Dresser-Ideco from a background of knowledge unmatched in the industry.

You, too, can depend on Dresser-Ideco — all the way from early planning, on through to final inspection, your tower is in the industry's most experienced hands.

So when you start thinking about your new tower, start planning with Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.



Designed for a 30-lb. wind load with 2" of radial ice, this 200' Ideco tower for KTTV atop Mt. Wilson supports a 6 bay channel 11 antenna.

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Boss to Direct Coordination Of Color Television at RCA

APPOINTMENT of W. E. Boss as director, color television coordination, RCA, was announced Wednesday by Martin F. Bennett, vice president, merchandising.

Mr. Boss, who joined RCA in 1947 as a television sales specialist, will report administratively to Mr. Bennett and, under the direction of the president, will be responsible for guiding, coordinating and integrating all color television activities throughout the corporation.

Prior to his new assignment, Mr. Boss served as vice president, sales, of the RCA Victor Distributing Corp., with headquarters in Chicago. In 1954 and 1955, he was vice president in charge of the Buffalo branch of the distributing firm, and before that he was manager, marketing development, RCA Victor television division.

MM&M Sales, Earnings Up

HIGHER sales and earnings were reported by Minnesota Mining & Mfg. Co. last Tuesday for the first quarter of 1957 over the same period a year ago.

Herbert P. Buetow, president, said a March dividend of 30 cents a share is the 162nd consecutive quarterly payment by the firm on common stock.

First quarter sales were $89,475,428 compared to $75,706,190 in 1956, an increase of 18%, while net income before all taxes hit $19,512,181 as against $17,424,518 for the same period last year. Earnings on common stock were $9,692,181 (58 cents per share) compared with $8,632,518 (52 cents per share).

Tarzian Awards Scholarships

SCHOLARSHIPS were awarded on May 9 to Indiana U. students David P. Deich and Ruth Ho Anne Morris for radio and television study by Mary and Sarkes Tarzian, owners of Sarkes Tarzian Inc., a Bloomington Ind., electronics firm, and WTTS and WTTV (TV), both Bloomington.

Mary Jane Musgrave also won the first of what are to be annual scholarships for the outstanding junior woman in radio-tv studies, presented by the Indianapolis chapter of American Women in Radio & Tv.

RCA's Color 'Pict-O-Guide'

PUBLICATION of the RCA color television "Pict-O-Guide," a volume of illustrated step-by-step instructions in the installation, adjustment and servicing of color tv receivers, was announced Thursday by Harold S. Stamm, manager, advertising and sales promotion, RCA Electron Tube Division. The book was developed and written by John R. Meagher, RCA's nationally recognized authority on television servicing, who prepared the original "Pict-O-Guide" for black-and-white tv. "The Color Pict-O-Guide," Mr. Stamm said, "contains only essential and practical information with a minimum amount of theory."

NO. 17,309,943

RCA claims its exhibition hall in Radio City, New York, has become the "No. 1 tourist attraction in the New York metropolitan area." Frank M. Folsom, chairman of the executive committee of the RCA board, offered the claim on the hall's 10th anniversary last week, basing it on surveys of attendance figures. Mr. Folsom last Monday appeared on NBC-TV's *Today* show, which originates at the exhibition hall, and greeted the 17,309,943rd visitor. A drawing for a color set was held for all visitors that day at the exhibition hall, located at 40 W. 49th St.

110-Degree Tv Set Credited With Sylvania Sales Upsurge

RECORD April factory sales of tv sets, representing a 450% increase over April 1956, was reported Friday by Robert L. Shaw, general sales manager of the radio and television division of Sylvania Electric Products Inc. "Shipments in April were the greatest for any April in the 10 years Sylvania has been producing tv receivers," Mr. Shaw said. "This achievement represents a further extension of the sales gains which started with the introduction of Sylvania 110-degree tv sets in December, and which resulted in record first quarter factory sales." He said 1957 factory sales through April 30 were greater than total sales through the first seven months of 1956.

Sylvania also announced it will suspend production at its Batavia, N. Y., plant for two weeks starting May 20 to re-tool for complete 110-degree tv set production. Marion E. Pettegrew, vice president-operations in charge of radio and television division, said the plant will resume full production June 3.

Color Tv Full-fledged Medium, Eiges Tells Radio & Tv Group

MATURITY of color television and its emergence as an established medium was underscored last Tuesday by Sydney H. Eiges, vice president, press and publicity, NBC. He spoke before the Milwaukee Radio & Tv Council in connection with the Carnival of Color held in that city by RCA as part of a major campaign to spread color tv.

Mr. Eiges cited the substantial number of daytime and evening programs carried by NBC-TV. He pointed out that during May Milwaukee stations carried around 210 hours of color programming.

Distribution is not enough, however, Mr. Eiges warned. "What is needed is actual consumption. We want people to buy color receivers so they can enjoy our colorcasts and those of CBS and local stations."

Collins Offers 'Convertibles'

COLLINS RADIO Co., last week offered holders of its class A & B common stock the right to subscribe to $100 worth of debentures for every 19 shares held of record on May 14. The offer expires 3:30 p.m., CDT, May 28. Several leading underwriters have agreed to purchase the debentures which may be converted June 1, 1977.

MANUFACTURING SHORTS

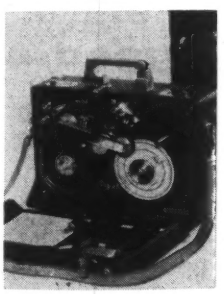
RCA Victor, Camden, N. J., announces powerful new high-fidelity am-fm radio with Panoramic three-speaker system. New table model, Cordon Bleu (Model 8RF13), comes complete with brass legs for conversion into consolette and retails at $199.95 in mahogany and $209.95 in "light rift oak" or maple finishes.

Sylvania Electric Products Inc., Towanda, Pa., announces 10% price reduction on germanium for semiconductor manufacture. Purified polycrystalline germanium metal reduced from $485 to $435 and germanium dioxide from $275 per kilogram to $250.

Bell Telephone Labs announces experimental silicon power transistor capable of providing output of five watts at 10 megacycles either as oscillator or amplifier.

General Electric Co. announces shipment of its first single-bay helical antenna to WIIC-TV Pittsburgh (ch. 11). GE also reported shipment of 50 kw transmitter to KPLC-TV Lake Charles, La. (ch. 7).

Broadcast Equipment Specialties Corp., Beacon, N. Y., announces three new "improved models" of Tapak spring-driven, self-powered tape recorders. Retaining names Newscaster Duplex, Triplex and Simplex, models incorporate slip-clutch cranks which prevent spring breakage. Duplex and Triplex models feature exclusive telephone-compensated ¼ watt loud-speakers. Other new Tapak additions include pilot lights designed to be visible with cover closed as well as open in order to avoid accidental battery depletion. VU meters and 600 ohm zero level outputs are continued in Triplex.



Fairchild Recording Equipment Co., Long Island, N. Y., announces new hi-fi electronic drive four-speed turntable, Model 412-4. Model uses hysteresid synchronous motor to provide variable speeds through use of new electronic drive unit which drives motor at either 30, 60, 81, or 141 cycles. Unit also can be purchased without electronic drive for one-speed (33⅓ RPM) operation. Price is $79.95 for one-speed turntable, $159.95 for four-speed model.

SoundScriber Corp., New Haven, Conn., has released compact, magnetic tape recorder-reproducer reportedly capable of recording continuously, unattended, without tape change, for 24 hours. Tape reels for storing recorded material measure 3¾ inches in diameter and 2 inches in width.

Superior Tube Company, Norristown, Pa., is making aperture masks for rectangular color tv picture tubes. Rectangular tubes in which new masks will be used are shaped to fit rectangular window of tv set. They measure 21 by 16 inches and reportedly save five inches more in height than standard 21-inch round tube.

RCA Semiconductor Div. issues 24-page booklet, "RCA Transistors and Semiconductor Diodes," containing general explanation of transistor theory and operation plus technical data on RCA types.

Audio Devices Inc., N. Y., announces new "C-Slot reel" to hold magnetic recording tape which features curved groove at hub to lock tape without twisting or turning. All 7-inch reels of Audiotape are now to be supplied with C-Slot.

PROFESSIONAL SERVICES

Hatchett Opens Topeka Office

WAYNE J. HATCHETT, consulting radio engineer, has opened an office in Topeka, Kan., at 517 Wedgewood Rd. He will specialize, he says, in am construction, maintenance and field work, offering maintenance service to stations in the Midwest. Branch offices are planned for Missouri and Iowa at a later date. Mr. Hatchett has been in the broadcast field 30 years.

Dean English to Advise Kander

DEAN Earl English of Missouri U.'s school of Journalism last week was named a consultant to Allen Kander & Co., Chicago, to advise the firm on the operation and evaluation of newspapers and broadcasting stations.

Kander & Co. negotiates for the sale of newspapers and broadcasting facilities, and it will seek Mr. English's counsel with the approval of Missouri U.

PROFESSIONAL SERVICES SHORTS

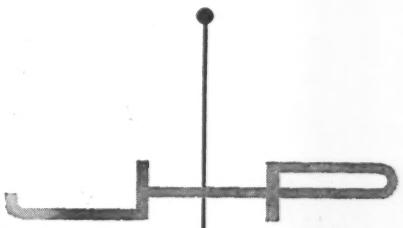
Patrick Monaghan Assoc. Inc. (public relations), announces opening of office at 420 Madison Ave., N. Y. 17. Telephone: Plaza 9-7535.

Sheldon M. Heiman Inc., public relations, moves to Suite 732, 30 W. Washington St., Chicago 2. Telephone: Central 6-3070.

Consumer & Industrial Public Relations Co. changes name to Louden Co., with offices at 55 W. 42nd St., N. Y.

take 5

and get the whole rich northern Florida market, that The PERRY STATIONS cover as no other media can . . . completely, effectively, and with apparent but deceptive ease.



THE PERRY STATIONS

1 WJHP AM/FM/TV *Jacksonville*
2 WCOA *Pensacola*
3 WTMC *Ocala*
4 WDLP *Panama City*
5 WESH-TV *Daytona Beach*

Radio Stations Represented By: JOHN H. PERRY ASSOCIATES

TV Stations REPRESENTED BY PETRY

TelePrompTer Demonstrates Its New TeleMation Gear

TELEPROMPTER Corp., New York, last week demonstrated its new electronic development, TeleMation, designed to be used on tv programs, closed-circuit shows and business meetings to synchronize speakers' words more closely with visual and sound effects.

Irving B. Kahn, TelePrompTer president who conducted the demonstration, explained that TeleMation works similarly to an alarm clock that turns on the radio, the toaster or the furnace, through a system of wiring the TelePrompTer, a prompting device, precisely as the speaker says a cue word, Mr. Kahn continued, an aluminum strip positioned on the TelePrompTer script reaches a contact. An electronic circuit to the TeleMation unit is triggered, according to Mr. Kahn, and "things start to happen—a movie projector may start grinding, a slide projector may be working, a spotlight may be placed on a chart, or recorded music, voices or sound effects may blare forth."

Mr. Kahn claimed that TeleMation "copes electronically with the previously hit-or-miss problem of synchronizing the speaker's words with off-stage effects." He said the desired effect, whatever it may be, "is activated instantly and automatically. . . . There is no possibility of error or mis-timing since every effect is literally locked into place."

He reported that various tv stations throughout the country are using TeleMation on an experimental basis and he hopes to make it available to outlets commercially "within a year." He voiced the belief that it will have considerable application on news, dramatic and special events programs on which visual effects often are used. TeleMation currently is being offered to clients for closed-circuit tv programs and for business meetings, Mr. Kahn said.

Mr. Kahn estimated that American companies spend at least $300 million a year for business meetings for all expenditures, including an ever-increasing percentage for visual presentations, such as closed-circuit tv and the various special effects required. He said that TelePrompTer's business, which had been primarily in broadcasting, is "more than 50% in activities outside of tv at present."

PROGRAM SERVICE SHORTS

Coral Records Inc., N. Y., is to re-activate Brunswick Records as full-fledged subsidiary label, covering pop market, both with singles and LP's.

Agency Recording & Film Service, Chicago, announces opening of new recording studio on 42d floor of Kemper Bldg., effective May 1, in space formerly occupied by WBKB (TV) Chicago. Organization moves from Lincoln Tower Bldg.

RCA Thesaurus has announced that 22 radio stations signed during week of April 29 for services of Radio Transcription Library.

DUMONT INVESTORS BACK KTLA (TV) BUY

- **Goodman cites plan to expand**
- **Firm hopes for FCC maximum**

STOCKHOLDERS at a meeting in New York Monday voted approval of a proposal for DuMont Broadcasting Corp.'s management to negotiate the purchase of KTLA (TV) Los Angeles [B•T, April 29] and three other Paramount Pictures' firms. Paramount is a minority stockholder in DuMont Broadcasting, which owns WABD (TV) New York and WTTG (TV) Washington and a radio outlet, WNEW New York.

Bernard Goodwin, DuMont Broadcasting's president, said at the meeting the company hopes to acquire other radio and tv stations up to the maximum permitted by FCC. He indicated that although the company would like to do this in 1957, it had no specific properties in mind. DuMont Broadcasting was spun off from Allen B. DuMont Labs about a year and a half ago.

Stockholders also approved the purchase of independent WNEW for which DuMont paid a record $7.5 million. FCC approved the transaction at the end of April [B•T, April 29]. The proposal for KTLA would involve an exchange of 700,000 to 800,000 shares of DuMont capital stock, subject to FCC approval.

At the same time, DuMont would acquire from Paramount all of the outstanding stock of Famous Music Corp. (owns outstanding stock of Paramount Music Corp.), the class A stock (constituting 50% ownership) of Paramount-Roy Rogers Music Co., and that of Gomalco Music Corp.

To finance its WNEW purchase, DuMont will offer stockholders 314,812 shares of capital stock through issuance of warrants of one additional share at $7 for each three held. Paramount would exercise subscription rights to 83,800 additional shares. WNEW stock will be paid for with 270,147 shares of DuMont valued at $8.25 per share and nearly $3 million in cash. An agreement with the Bank of New York and Manufacturers Trust Co. would provide for $3.5 million that is payable in quarterly installments for five years at 5½% annual interest.

In the WNEW transaction, WNEW's President-General Manager Richard Buckley, a 24.25% stockholder in the station, received a contract last March, to serve as president of the WNEW "division" and as chief executive and general manager of the station for five years after the stock transfer is consummated, at a salary not to exceed $120,000 per year. Under a stock option plan approved by stockholders, not more than 100,000 shares of DuMont stock can be made available by the company.

Paramount Pictures owns 251,400 shares or 26.6% of 944,436 shares outstanding of DuMont Broadcasting. With the addition of stock for the WNEW purchase, along with stock that would be issued for the KTLA merger (assuming that management can negotiate the agreement with Paramount), Paramount Pictures will wind up with an estimated 49% of DuMont Broadcasting stock then outstanding.

Action was postponed on a proposal to change the corporate name of DuMont Broadcasting.

Mr. Buckley was elected to succeed Ted Cott, DuMont vice president, as a member of the DuMont board of directors. Mr. Goodwin was re-elected president; Mr. Buckley, Mr. Cott and Bennett Korn were elected vice presidents. Paul Raibourn of Paramount Pictures was elected treasurer; Allen B. DuMont, chairman of the board; Richard L. Geismar, Melvin Stack and Irving Singer, assistant treasurers; Arthur Israel Jr., secretary, and Robert A. Drever, assistant secretary.

Former KTLN Employe Wins Suit Over Phonetic Name

A DENVER judge early this month ruled that a former station personality on KTLN Denver can keep her professional name—"Kaytee Ellen"—in spite of its phonetic similarity to the station's call letters, because ratings showed that her personality gave the program drawing power, not the call letters.

The judge also awarded "Kaytee Ellen" (Mrs. Irva M. Steffen) a $13,300 judgment, including $2,500 punitive damages, for what he described as "wanton and reckless disregard of plaintiff's rights and feelings" by John L. Buchanan, former KTLN manager and operator, and Mrs. Shirley Wray, a former KTLN employe who took Mrs. Steffen's place as "Kaytee Ellen."

The original "Kaytee Ellen" filed suit in June 1954 against KTLN Inc., at that time licensee of KTLN, for firing her after training another to substitute in the role. But KTLN at that time claimed her phonetic name was station property.

The court found, however, that the first "Kaytee Ellen" had developed program ratings during her four years of broadcasting which showed that her individual personality had made the program known.

KTLN now is owned by Radio Denver Inc., and its management said it is in no way involved. Mr. Buchanan now is owner and president of KWBY Colorado Springs.

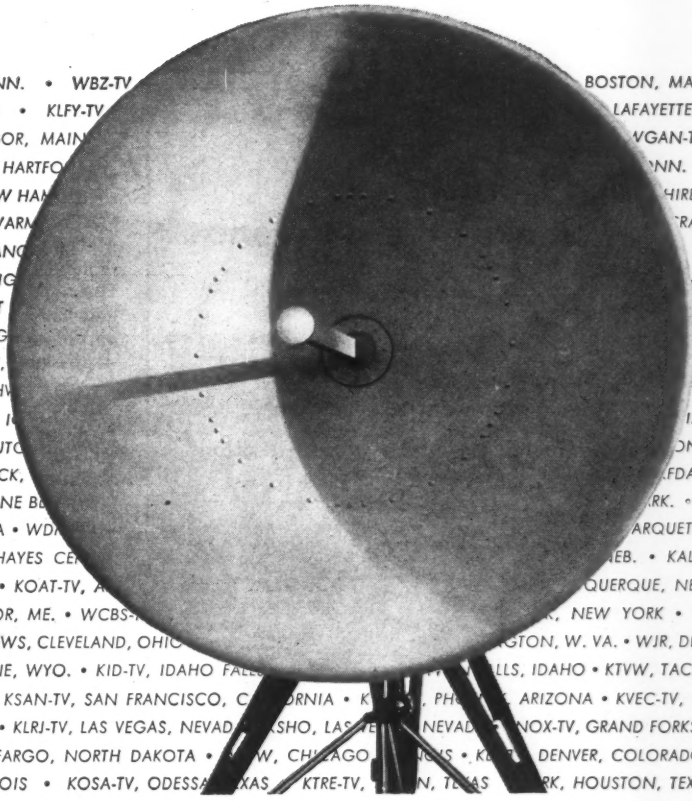
McGannon Predicts Expansion In National Radio-Tv Budgets

PARTICIPATION of radio and television in national advertising budgets will continue to expand, Donald H. McGannon, president of Westinghouse Broadcasting Co., told a WBC management meeting Friday at the conclusion of a four-day program. The meeting was held at Skytop Club, in Pennsylvania's Pocono Mountains.

Mr. McGannon said present trends in the national economy are favorable to the electronic media. He forecasts upward trends in viewing and listening patterns, limited by the amount of time available to the public in modern living.

"Advertisers will continue to look to tv especially, and to radio as well, for their dynamic power in marketing the ever-expanding line and volume of production,"

WHO'S USING IT?



WATR-TV, WATERBURY, CONN. • WBZ-TV ... BOSTON, MASS. • WGLV-TV, EASTON, PA. KUHT-TV, HOUSTON, TEXAS • KLFY-TV ... LAFAYETTE, LA. • KCCC-TV, SACRAMENTO, CALIF. • WABI-TV, BANGOR, MAIN ... VGAN-TV, PORTLAND, ME. • WGBH-TV, BOSTON, MASS. • WGTH-TV, HARTFO ... NN. • WHYN-TV, SPRINGFIELD, MASS. WMUR-TV, MANCHESTER, NEW HA ... HIRE • WWLP, SPRINGFIELD, MASS. WPTZ, PLATTSBURG, N. Y. • WARM ... RANTON, PA. • WHCT-TV, HARRISBURG, PA. • WDBJ-TV, ROANO ... • WTTG, WASHINGTON, D.C. WKNX-TV, SAGINAW, MICHIG ... /PBN-TV, TRAVERSE CITY, MICH. WTAP, PARKERSBURG, WEST ... TVS, DETROIT, MICH. • WWTV, CADILLAC, MICHIGAN • WAG ... LANTA, GEORGIA • WFBS-TV, GREENVILLE, S. C. • WFLB-TV, ... TEVILLE, N. C. • WKRG-TV, MOBILE, ALA. • WLAC-TV, NASH ... NN. • WITN, WASHINGTON, N. C. • KTIV, SIOUX CITY, I ... IA, CHAMPAIGNE, ILL. • KHOL-TV, HOLDREGE, NEBR. • KTVH, HUTC ... ON, KANSAS • WFIE, EVANSVILLE, INDIANA • KDUB-TV, LUBBOCK, ... FDA-TV, AMARILLO, TEXAS • KFJZ-TV, FT. WORTH, TEXAS • KATV, PINE B ... RK. • KIEM-TV, EUREKA, CALIFORNIA KDWI-TV, TUSCON, ARIZONA • WD ... ARQUETTE, MICH. • KOMU-TV, COLUMBIA, MISSOURI • KHPL-TV, HAYES CE ... EB. • KALB-TV, ALEXANDRIA, LOUISIANA KFSA-TV, FORT SMITH, ARK. • KOAT-TV, ... QUERQUE, NEW MEXICO • KTBS-TV, SHREVEPORT, LA. • WTOW, BANGOR, ME. • WCBS- ... K, NEW YORK • KTVX, MUSKOGEE, OKLAHOMA KVOO-TV, TULSA, OKLA. • WEWS, CLEVELAND, OHIO ... GTON, W. VA. • WJR, DETROIT, MICH. • KBOI-TV, BOISE, IDAHO • KFBC-TV, CHEYENNE, WYO. • KID-TV, IDAHO FALL ... LLS, IDAHO • KTVW, TACOMA, WASHINGTON • KFSD-TV, SAN DIEGO, CALIFORNIA • KSAN-TV, SAN FRANCISCO, C ... ORNIA • K ... PH ... ARIZONA • KVEC-TV, SAN LUIS OBISPO, CALIFORNIA KVVG, TULARE, CALIFORNIA • KLRJ-TV, LAS VEGAS, NEVAD ... KSHO, LAS ... NEVAD ... NOX-TV, GRAND FORKS, NORTH DAKOTA • KQTV, FORT DODGE, IOWA • KXJB-TV, FARGO, NORTH DAKOTA • ... W, CHICAGO ... IS • K ... DENVER, COLORADO • WDXI-TV, JACKSON, TENN. WSIL-TV, HARRISBURG, ILLINOIS • KOSA-TV, ODESSA ... XAS ... KTRE-TV, ... N, TEXAS ... RK, HOUSTON, TEXAS • KUHT, HOUSTON, TEXAS

281 KTR systems in use by Television Stations

HERE'S WHY RAYTHEON KTR MICROWAVE RELAYS OUTSELL ALL OTHERS:

PORTABLE OR RACK MOUNTED—Four compact units in portable system; weight, 162 lbs. Rack-mounted unit is designed for permanent installations.

- Most complete line in the industry. Models for 6000, 7000 and 13,000 MC—portable and rack mounted.
- Simultaneous transmission of monochrome or full NTSC color plus high fidelity audio.
- 100 milliwatts or one watt—you buy the power you need.
- Low initial and operating costs—unequalled dependability and versatility.

For complete information on Raytheon's KTR series television relays, please write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

Commercial Equipment Division, Waltham 54, Mass.

RAYTHEON

Excellence in Electronics

A-3014

STEADY LISTENER OR DIAL TWISTER?

The SESAC Transcribed Library makes the difference

because . . .

It's a proven revenue producer.

because . . .

Its distinctive repertory performed by top talent quickly attracts and holds the audience your clients want to reach most.

A complete Program Service available in its entirety or in sections at low monthly cost.

Write Now

The Sooner the bigger—Audience!

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

NEW AND EXCITING DEVELOPMENTS

New MOD V*(all new 1957 TelePrompTer) . . . NEW TELEPRO "6000" Last word in REAR SCREEN projection . . . NEW Expansion program, TelePrompTer Corporation's NEW Group Communications Division, specializing in CLOSED-CIRCUIT television services.

*Patents Pending

TELEPROMPTER SERVICE

TELEPROMPTER CORPORATION

311 West 43rd St., New York 36, N. Y. • JUdson 2-3800

HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*

LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

he said, adding that future growth and stability of the business must include consideration of technological improvements and automation devices.

"Great opportunities are afforded to stations to be more effective on all scores by enhancing their prestige and believability in the minds of their listeners and viewers through public service programming," Mr. McGannon said.

Guest speakers at the four-day meeting included Thomas Kerr, Westinghouse Electric Corp. attorney; Mark Cresap, WEC executive vice president; Dr. Geoffrey Moore, associate director of research, National Bureau of Economic Research; Dr. Frank Stanton, CBS president; Marion Harper, McCann-Erickson president; Melvin A. Goldberg, WBC research director; Ralph Harmon, WBC engineering vice president, and E. V. Huggins, WEC vice president for corporate affairs. Speakers also served as discussion leaders.

A sales-promotion meeting was led by A. W. Dannenbaum Jr., WBC sales vice president; David E. Partridge, advertising and sales promotion manager; Perry B. Bascom, national radio sales manager, and John J. Kelly, assistant advertising and sales promotion manager. Richard M. Pack, program vice president, conducted a program session.

3 Bartell Stations Hike Rates, Create Class AA 'Driving Time'

THREE ams of the Bartell Group have raised national rates and readjusted time categories, Lee Bartell, managing director of the group, has announced. Affected are KCBQ San Diego, WAKE Atlanta and KRUX Phoenix.

The stations, represented nationally by Adam Young Inc., New York, have set up Class AA "driving times" embracing the 6:30-9 a.m. and 4-7 p.m. periods. Class A time occupies the 6-6:30 a.m. half-hour and the daytime stretch from 9 a.m.-4 p.m. The stations have extended B time to 1:30 a.m., with C time following until 5:30 a.m. on the round-the-clock facilities. The 5:30-6 a.m. half-hour is Class B. Program lengths other than five minutes have been deleted from the national rate structure. Five-minute newscasts are heard hourly in the music-news-sports program structures.

Top one-time announcement rates for the Bartell stations now are: KCBQ, one minute Class AA, $15; WAKE, $18, and KRUX $12, all offered with frequency discounts; KCBQ, Class A, $13; WAKE, $16, and KRUX, $10. Weekly saturation plans also are offered. Old Class A rates were: KCBQ, $10; WAKE, $15, and KRUX, $9.45.

Chaseman to WAAM (TV) Post

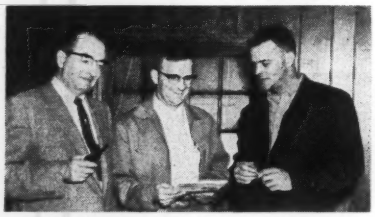
JOEL CHASEMAN, recently of WITH Baltimore, has been named assistant to the manager of WAAM (TV) Baltimore, serving under Kenneth L. Carter, general manager. Mr. Chaseman joined WAAM before it took the air in 1948, becoming director of public service and publicity before moving to WITH. His WAAM appointment became effective May 15.

TIME TO CLEAR THE PICTURE

for the ASSOCIATION OF AMERICAN RAILROADS

ON THE DOTTED LINE

CONTRACT for services of Chicago Cubs' Shortstop Ernie Banks in a new 15-minute sports commentary on WBEE Harvey, Ill., has been completed by Pabst Brewing Co., Chicago. On hand for pact-signing are (l to r): seated, Mr. Banks and Richard H. Hehman, Pabst marketing director; standing, Barney Brienza, Pabst advertising manager, and Richard C. Scheele, general manager of WBEE, all-Negro radio station. The show consists of comments and interviews through the season.



IN the seasonal realm of farm sponsorship a 52-week contract is good reason for smiling, as attested by (l to r) General Manager Glenn Griswold of KFEQ-AM-TV St. Joseph, Mo.; Harold J. Schmitz, stations' farm service director, and Dan Duncan of the Iowa-Missouri Walnut Co., St. Joseph, who just signed the contract. It is for a weekly quarter-hour 4-H show conducted by Mr. Schmitz on KFEQ-TV. A friend of 4-H for many years, the Walnut Co. had a similar program on KFEQ Radio for three years.

CROSS-THE-BOARD contract for the Lawrence Welk program on WEEI Boston (6:30-6:45 p.m. Mondays through Fridays) is signed by James Bothen of Towne-Line Motors in Waltham, chairman of the Greater Boston Dodge Dealers advertising fund. Booking was on behalf of Dodge and the Dodge dealers of metropolitan Boston. Others (l to r): Thomas Y. Gorman, general manager of WEEI; Robert Jarvis, regional manager for Dodge, and Max Siegel of Westminster Motors in Roxbury, Mass.

PRINCIPALS in a two-hour weekly children's show originating in San Francisco and telecast by KVVG (TV) Fresno, Calif., gather to go over the first script of *Trude Time*. They are (l to r) Jackie Martin, advertising manager of Cooper's Department Store, Fresno sponsor; Ron Freeman, manager of the ch. 27 station; storyteller Trude; Ann Cooper, owner of the sponsor firm, and Art Blum of Art Blum Advertising and Public Relations Agency, packager of the show.

SHAKING on the deal concluded by Jackson Brewing Co., New Orleans, to sponsor *The World of Sports* daily on WMCT (TV) Memphis are Lawrence J. Fabacher, general sales manager of the brewing firm and Earl Moreland (r), manager of WMCT. Stan Torgerson, sportscaster and manager of WMC Radio, is seated beside them. Behind (l to r): Steve Beard of the Dallas office of Blair-Tv, national representative of WMCT; Tom Shipp, Memphis distributor of Jax beer, and Donald H. Halsey, Jax account executive at Fitzgerald Advertising Agency, New Orleans. The show, featuring Mr. Torgerson, is seen at 10:15 Monday through Fridays.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its programs as a live-show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

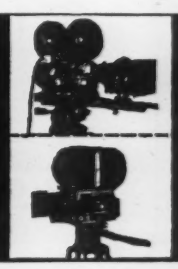
TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION



666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

DATELINES OF THE WEEK

A sampler of radio and television news enterprise

BOSTON—When forest fires on Cape Cod threatened other parts of Massachusetts, Boston radio stations quickly stepped up their operations to an emergency basis.

At WEEI Boston, General Manager Thomas Y. Gorman took personal charge of deploying station news personnel during the emergency May 7-10. He sent newsmen to Plymouth and other threatened communities and to Civil Defense headquarters in Natick. On the third day of the fires staffers were dispatched in a private plane to the hot spot. From one vantage point they counted seven blazes raging simultaneously. Buffetting air pockets created by the heat waves, affected the quality of the airborne tapes, WEEI reports, but not enough to preclude their use on the air. On the ground the same day WEEI got interviews with Gov. Foster Furcolo and other state officials, feeding the tapes to five other Boston stations and WPRO Providence. WPRO offered the official messages to all Rhode Island stations.

Until the emergency ended May 10, safety warnings were scheduled on all WEEI shows, and WEEI continues on the alert, maintaining liaison with WGAN Portland, Me., WTAG Worcester, WPLM Plymouth and WCAT Orange, Mass., as long as any flames remain. WEEI's Charles Ashley appeared on CBS Radio's *News of America* with reports on the Cape Cod crisis.

WBZ-WBZA Boston-Springfield on May 9 instituted around-the-clock broadcasts of fire news directly from the office of the governor and from state civil defense headquarters in Natick. The direct-line newscasts, scheduled on hourly news programs and used for bulletins, supplemented coverage by two mobile units at Manchester and Plymouth, Mass., key fire areas. The WBZ broadcasts were offered to all stations wishing the service.

WHDH Boston also harnessed all its special events facilities to the area's disastrous fire story and at the peak of the emergency, May 9-10, broadcast 25 on-the-scene reports and 10 to 15 special appeals from state civil defense and conservation authorities, the State House and Gov. Furcolo. These were in addition to special hourly reports and weather bulletins.

One of the WHDH-*Herald-Traveler* team covering the story found himself actively involved. Fred B. Cole, station personality, who has a Boston Fire Dept. badge and is an honorary member of 10 other fire departments, drives a car that carries a Fire Dept. sticker and siren. He found this was all he needed to be drafted for four hours' fire-fighting service when he went to Plymouth May 9 to cover the story for his station.

DETROIT—Across the country WWJ-TV Detoit gave quick film coverage to the fire that destroyed Grace Harbor Lumber Co., May 7. Cameraman Hank Shurmur and his crew hurried to the scene after the first report at 3:04 p.m., sent the first film take back at 5:20 and aired it on the 6 p.m. news.

CLEVELAND—A special new squad of the Cleveland Police Dept. recently went on its first rounds in the city's tough district and newsmen of KYW-AM-TV Cleveland rode aboard the police cruiser. Prize pictures of the late-hour raids showed police apprehending a car thief in a crowded honky-tonk section of town.

ST. LOUIS—Covering the last fortnight's Senate investigations into activities of Dave Beck of the Teamsters Union called for considerable ingenuity by stations far removed from the scene. KXOK St. Louis solved the problem with the help of that city's KTVI (TV), which was part of a special cross-country network taking the live proceedings from WMAL-TV Washington. In unusual inter-media cooperation, C. L. (Chet) Thomas, general manager of KXOK, made arrangements with General Manager Joseph Bernard of KTVI to tape the audio portion of the KTVI telecasts. KXOK aired its first tape within minutes after the original telecast and continued using the tapes on its news shows for the duration of this portion of the hearings.

SCRANTON—During April 16-18 committee sessions when the Scranton, Pa., local of the Teamsters Union held the Senate spotlight, WDAU-TV Scranton had the next thing to live coverage. This amounted to 14,500 feet of sound film, a complete account flown back to Scranton from Capitol Hill on five daily flights.

To do the voluminous film job, a four-man camera crew from WDAU-TV was stationed in the Senate committee room and film processing was done both in Washington and in Scranton. Eight hours of commercial time was pre-empted to show the extensive footage, and film was used throughout the day in regular newscasts and bulletins. Charles Mercer of the AP devoted a column—carried by some 500 newspapers—to WDAU-TV's long-range news job. Local papers and the *Cincinnati Times-Star* also featured the coverage.

Harris Named KOA-TV Sales Head

APPOINTMENT of Richard Harris as general sales manager of KOA-TV Denver, replacing William F. MacCrystall who resigns June 1, was announced Tuesday by William Grant, president of KOA Inc. (KOA-AM-TV).

Mr. MacCrystall resigns to join a group of stations owned by Southern California newspaper and agency executives (KVOA-AM-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. M.) in a management capacity, and will headquarter in Tucson, according to Mr. Grant.

OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

CAN YOU QUALIFY? You need: 2-3 years' experience in broadcast equipment, including work on TV or AM transmitter installation. You should have: good technical schooling and 1st Class Radio-Telephone License.

Enjoy RCA advantages: *Top Salaries* · *Many Liberal Company-Paid Benefits* · *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

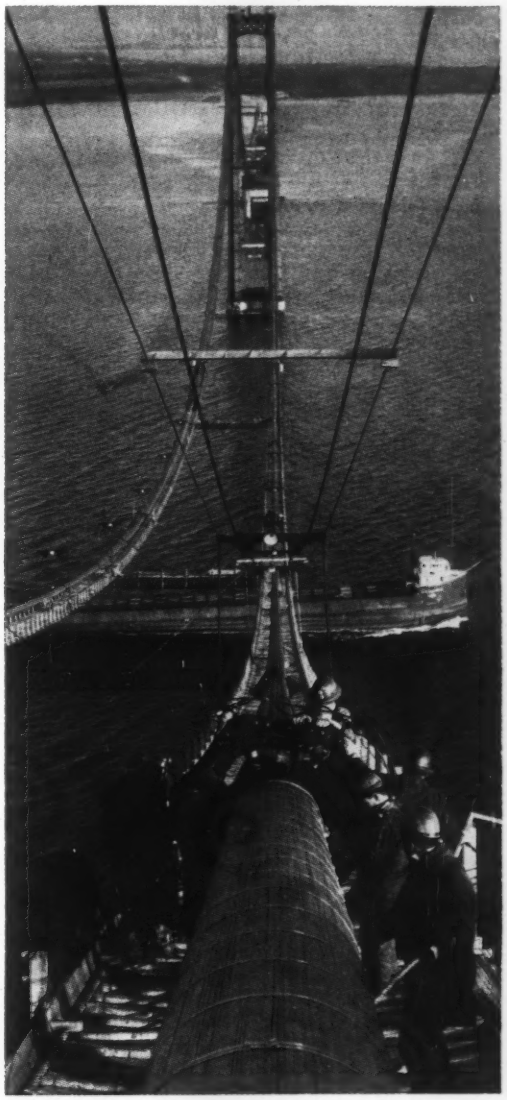
Mr. James Bell, Employment Manager, Dept. Y-3E
RCA Service Company, Inc.
Cherry Hill, Camden 8, N. J.

RCA SERVICE COMPANY, INC.

Only STEEL can do so many jobs so well

Stainless Steel Porcupine. This ferocious-looking machine bristles with Stainless Steel spikes, and for a good reason, too. It's the main drive compressor for a supersonic wind tunnel at the National Advisory Committee for Aeronautics' Lewis Flight Propulsion Laboratory in Cleveland. It delivers a ton of air per second at a velocity of 1200 to 1800 miles per hour! The tunnel will test full-size turbojet and ramjet engines.

It's Mowing Time Again. And a clean-cutting all-steel rotary power mower like this can help you do the job faster and with less work. The all-steel deck is tough and unbreakable. The mower blade is steel, too, because steel is the only commercial metal that will take and hold a keen cutting edge.



41,000 Miles Of Wire. This picture was taken on the world-famous Mackinac Bridge, now under construction by American Bridge Division of United States Steel. The all-important main suspension cables contain 41,000 miles of $\frac{3}{16}$-inch-diameter tough galvanized steel wire supplied by American Steel & Wire Division. The cables are laid four wires at a time by a traveling "spinning wheel." Each cable is over two feet in diameter and contains 12,580 wires.

UNITED STATES STEEL

USS

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE *and* CYCLONE FENCE . . COLUMBIA-GENEVA STEEL
CONSOLIDATED WESTERN STEEL GERRARD STEEL STRAPPING . . NATIONAL TUBE . . OIL WELL SUPPLY
TENNESSEE COAL & IRON . . UNITED STATES STEEL HOMES . . UNITED STATES STEEL PRODUCTS
UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

7-1258

Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

Triangle to Conduct First Uhf Depth Study

TRIANGLE Stations will conduct what it calls the first market research study of the uhf problem, using WLBR-TV Lebanon, Pa., as a proving ground. WLBR-TV, which returned to uhf ch. 15 after a 2½-year silence, will be subjected to a depth analysis to develop a uhf case history covering agency, client, equipment, audience and station problems.

The first uhf property in the Triangle group, the station will make public results of its completed study, covering possibly a year, and make interim reports for industry evaluation. Funds will be provided by Triangle Stations.

Test laboratory conditions will govern the study. A cooperating agency, not yet selected, will participate in reviewing the "sales improvement history" of a product advertised only on WLBR-TV. A new product may be added, with sales impact traced from copy drawing board to pantry. Selection of products for the study will be subject to decision of the cooperating agency. Already several of the top 10 agencies have shown interest in the project, Triangle said.

A major research organization, not yet selected, will direct the scientific collection

MR. PALMER

MR. SAVAGE

of data and evaluation of the findings, using latest and best techniques.

Roger W. Clipp, Triangle vice president-general manager, who conceived the project, said it will provide a microscopic case history of a uhf station and its related industries. The operating plan will be completed within a few weeks.

A major equipment manufacturer will cooperate in checking viewer reaction, going into homes to find out what families think of uhf and inquiring into converters, set troubles and reception.

WLBR-TV returned to the air May 2 under Triangle ownership. Its 1 kw transmitter with 13 kw radiated power will be replaced within a month by 12½ kw equipment radiating 129 kw. Parts of Lebanon and adjoining Dauphin counties are practically 100% converted to uhf, since Harrisburg is an all-uhf city. WLBR-TV predicts it will cover 320,000 tv homes in the Lancaster-Dauphin-Lebanon market.

Implementing the project in the field will be Frank B. (Bud) Palmer, general manager of WLBR-TV and M. Leonard Savage, operations director. Formerly at WGN-TV Chicago and WSEE Erie, Pa., Mr. Palmer joined the Lebanon station May 2. Mr. Savage, a graduate of RCA Institute, Philadelphia, was at WEEU and WRAW Reading, Pa., later becoming chief engineer of WKNE Keene, N. H. He helped construct WLBR-TV and served as chief engineer in 1953-54.

WLBR-TV has no network service. The study is designed to show how uhf can compete successfully with vhf and match the merits of networks and non-network programming.

CECIL SANSBURY, general manager of WSEE (TV) Erie, Pa., signs for his station to be represented by Young Television Corp., New York. With him are three Young executives (l to r): William Crumley, vice president-research; James F. O'Grady, assistant sales manager, and Adam Young, president.

WBLN (TV) Goes Back on Air; Needs Only $15,000 Capital

WBLN (TV) Bloomington, Ill., returned to partial operation a fortnight ago and needs less than $15,000 to resume full-time, permanent telecasting, Worth S. Rough, president and general manager of WBLN Inc., has reported.

The uhf ch. 15 station last week completed overhaul of equipment and is programming 5-10 nightly with the best picture in its history, according to Mr. Rough. The ABC-TV affiliate plans to operate on a regular basis once it has collected the remaining portion of $52,000 in pledges. The full amount will be used to pay off WBLN's indebtedness and an additional $15,000 is needed for operating capital, to be raised with issuance of more stock after full-time operation is resumed.

WBLN ceased operation last Feb. 5 because of equipment failures and monetary difficulties and has reorganized its financial structure [B•T, April 1]. Arrangements were underway last week for settlement of all debts with creditors before WBLN revives regular telecasting operation, according to Mr. Rough.

Ra-Tel Broadcasting Co. Buys WKXV for $100,000

THE sale of WKXV Knoxville by Tele-Broadcasters Inc., to Bill L. Boring, accountant, and Henry T. Ogle, attorney, both Knoxville, under the name of Ra-Tel Broadcasting Co. for $100,000, was revealed last week.

The sale of the 900 kc, 1-kw daytime facility was negotiated by Blackburn & Co., station broker. It had been bought originally by Tele-Broadcasters (H. Scott Kilgore, president) from Roy S. and Tom Carr in 1955 for $100,000.

This leaves Tele-Broadcasters with WPOW New York, KALI Pasadena, WPOP Hartford, and KUDL Kansas City.

WALA-TV Charges AAP With 'Contract Breach'

WALA-TV Mobile, Ala., has filed suit in federal court in Mobile seeking $1.1 million damages from Associated Artists Productions, New York, charging breach of contract.

The WALA-TV action charges AAP failed to comply with terms of an agreement and sold a package of some 500 Popeye and Warner Bros. cartoons to a competing station, WKRG-TV Mobile. David Stillman of Stillman & Stillman, New York, legal counsel for AAP, says, "There was no contract agreed upon or signed" between WALA-TV and the film firm.

The station seeks damages it says were incurred through its failure to meet commitments to advertisers because of the alleged breach of contract. WALA-TV last week was seeking an injunction to prevent WKRG-TV from airing the films until disposition of the case. Judge Daniel H. Thomas was to hear the injunction request last Friday.

The suit claims WALA-TV entered a contract with AAP for the cartoon package on April 24 and then solicited advertisers for the films. It states that the station learned May 3 that AAP did not intend to comply with the alleged agreement and that the film firm was offering or had offered the package to WKRG-TV.

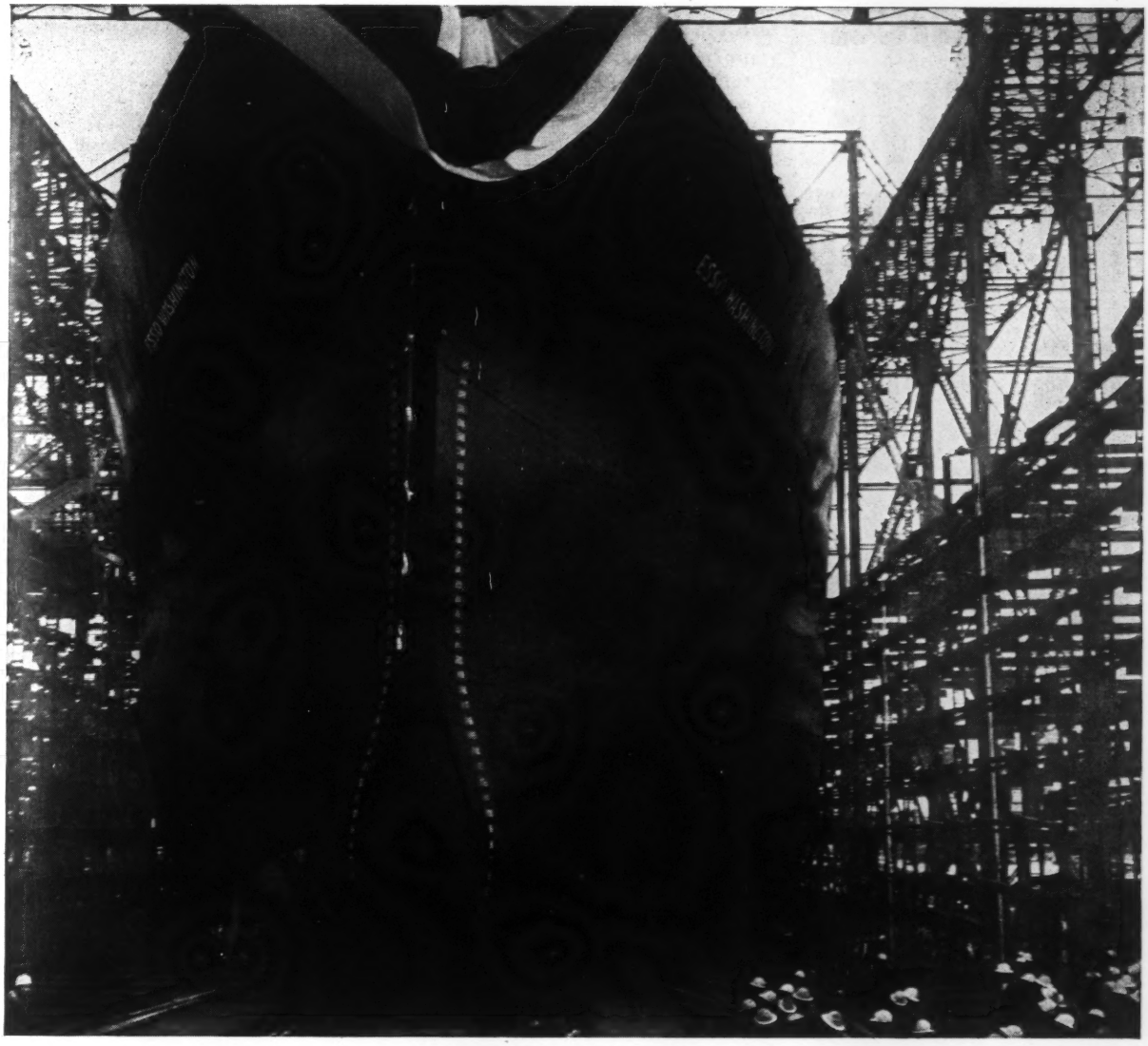
According to James McNamara, national sales manager of WALA-TV, Robert Montgomery of the AAP sales staff sent the station a "letter of agreement," which was signed and returned. This was called a "firm order" by Mr. Montgomery, Mr. McNamara says.

AAP representatives, contacted in New York, referred the question to the Stillman law firm. David Stillman said the "facts negate any liability of the distributor . . . There was merely a negotiation between the two parties. There was no contract agreed upon or signed."

WTVT (TV) Staffer Lost at Sea

RONALD CHARLES STIMPSON, 29-year-old producer-director of WTVT (TV) Tampa-St. Petersburg, was lost at sea May 8 along with his wife Emma Grace and a guest. His cabin cruiser was believed to have struck a submerged object six miles off Anna Maria Island.

Mr. Stimpson had been with the station since it went on the air April 1, 1955. Before that he was an announcer for WMMW-AM-FM Meriden, Conn., a tv cameraman for WPIX (TV) New York City and a production technician at WCAX-TV Burlington, Vt.



13 MILLION GALLONS BIG...BUT JUST A DROP IN THE BUCKET

The ESSO WASHINGTON is the newest of the 110 ocean-going tankers in the Esso fleets. She can carry 13 million gallons of oil. But that's just a drop in the bucket compared with the 40 billion gallons that Jersey Standard affiliates delivered to customers last year.

As economies expand . . . as populations grow . . . as people live better, oil must provide more energy to power factories, to drive ships and planes and motor vehicles, to heat and light homes and offices. Last year we supplied more than twice the oil we did ten years ago. This year our customers will need still more.

It's a big job . . . and it requires vast amounts of costly equipment. As our Annual Report points out, we spent $1,083,000,000 last year searching for oil and gas and paying for such things as tankers, pipelines and refineries. And in 1957, we plan to spend another $1,250,000,000 to find, produce and deliver the oil people will be needing tomorrow...and ten and twenty years from now.

Because Jersey Standard is willing and able to make such investments and because our operations are efficient, we make a profit. In 1956 it was $808,535,000. About half of it went back into the business to help pay for the new facilities.

Our successful year was good news for the 403,000 shareholders who own the company . . . they got dividends of $2.10 per share on the money they invested.

It was good news for our 156,000 employees . . . whose wages and benefits came to $906,000,000.

It was good news for governments. Operating and income taxes, import duties, consumer taxes and other payments from our operations brought to the United States and other governments a record $2,171,000,000. That was five times the dividends to shareholders, more than double the payroll and benefits to employees.

Best of all, our operations were good news for the people of the free world, who rely heavily on the energy of oil for their economic and social progress.

In this, our 75th anniversary year, we intend to continue our efforts to remain successful, profitable and growing, in order to serve people well.

If you would like a copy of our 1956 Annual Report, write us at Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

Esso 75 YEARS

STANDARD OIL COMPANY (NEW JERSEY)
AND AFFILIATED COMPANIES

producing energy for an abundant life

unequaled EXCLUSIVE COVERAGE!

Effective Buying Income: $981,563,000

Retail Sales: $657,655,000

Food Sales: $140,609,000

Drug Sales: $22,603,000

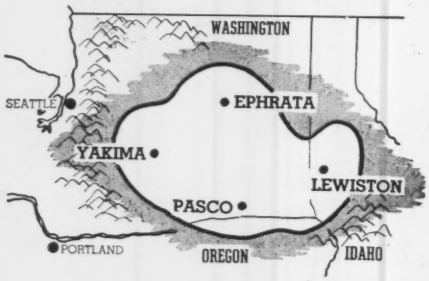
Population: 563,875

Families: 172,250

Rich, prosperous and still growing!

The nation's newest major market offers the best TV buy in the West.

One of the **TOP 75** Markets



CASCADE
BROADCASTING COMPANY

NBC CBS ABC

NATIONAL REPRESENTATIVE:
WEED TELEVISION
SEATTLE AND PORTLAND: MOORE AND ASSOCIATES

Goldenson Points up ABC-TV Growth at WBKB Dedication

IMPROVEMENT of operational facilities at WBKB (TV) Chicago is "another step" in ABC-TV's "projected growth" throughout the country, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., stated in connection with WBKB formal dedication ceremonies in that city Thursday. (See condensed text of Mr. Goldenson's remarks, page 116.)

All-day observance of WBKB's new quarters [B•T, May 13] started, unofficially, with Mr. Goldenson's luncheon address before the Broadcast Adv. Club of Chicago. It continued with a tour of the station's facilities, trade and press reception, dinner for Mr. Goldenson and other ABC-TV executives. An employe's party in the evening, featuring network radio-tv and local talent, wound up the festivities. Chicago Mayor Richard J. Daley was a special guest.

The ABC-TV top level contingents present included, in addition to Mr. Goldenson, Frank Marx, vice president in charge of engineering; David B. Wallerstein, president of Balaban & Katz Corp.; James G. Riddell, president of WXYZ-TV Detroit; Robert Stone, ABC vice president in charge of WABC-TV New York; Robert Hinckley, ABC vice president, Washington, D. C.; James Beach, ABC Central Div. vice president; Sterling C. Quinlan, vice president in charge of WBKB; Mathew Vieracker, general manager of WBKB, and William Kusack, engineering director of the Chicago station.

LeMasurier Search Goes On; Plane Thought Down in Wyoming

AN EXHAUSTIVE HUNT was going on last week for Dalton LeMasurier, president-general manager of KDAL-AM-TV Duluth, and Mrs. LeMasurier. Their two-engine plane, piloted by Mr. LeMasurier, had been reported lost May 11 somewhere in Wyoming.

The LeMasuriers were enroute home from a trip to California and Texas when their last radio report was heard near Cherokee, Wyo. The plane was thought at first to be down in a mountainous area, but search crews are scouring other parts of the state as well.

Searchers included college students, cowboys and numerous private citizens, on foot, horseback, in jeeps, automobiles and airplanes, in addition to the U. S. Air Force, National Guard, Civil Air Patrol, Wyoming Dept. of Aeronautics, Highway Patrol and Forest Rangers. Some 40 planes and helicopters were in the air when weather allowed.

Donald LeMasurier of Duluth, elder son of the LeMasuriers and publisher of a boating magazine, was in Wyoming participating in the search. Also in Wyoming were Odin S. Ramsland, vice president-commercial manager of KDAL-TV, and Robert A. Dettman, vice president-chief engineer.

What was characterized by officials as the worst weather in Wyoming's history impeded the search both on land and in the

CORRECTION

IN RECOUNTING the history of ABC's o&o WBKB (TV) Chicago which dedicated its new facilities last Thursday [B•T, May 13], B•T incorrectly stated that Barney Balaban had died last month. John Balaban, president and co-founder of Balaban & Katz, original licensee of WBKB, died April 4. Barney Balaban is president of Paramount Pictures Inc. The late John Balaban was a board member of American Broadcasting-Paramount Pictures Inc. at the time of his death.

CASCADE Broadcasting's new Cessna 182 is minimizing the 40,000 square miles covered by the firm's radio-tv operation in the Northwest. Charting a hop are Thomas C. Bostic (r), vice president and general manager of Cascade, and Jack Everhart, formerly manager of a station in the Yakima, Wash., area who now is combining pilot and regional sales functions for Cascade. Cascade properties are KIMA-AM-TV Yakima, KEPR-TV Pasco, KBAS-TV Ephrata, KWIE Kennewick and KWAB (TV) Walla Walla, Wash., and KLEW-TV Lewiston, Idaho.

. . . plus all the color your eyes can see . . . on ANSCOCHROME 16 mm PNI

Now! Add a thrilling new color dimension to your TV work with three-times-faster *Anscochrome 16mm PNI!* The reason? A normal exposure index of 32, easily pushed to 125 in processing!

In *one-third the light* demanded by traditional films, get true, natural color . . . greater depth-of-field . . . higher frame speeds, even in dim light! And, the especially long scale guarantees you superb color—*without* blocked shadows or washed-out highlights.

Daylight or Tungsten types for processing by consumer or commercial labs. Available in standard roll lengths. *Anscochrome 16mm PNI* . . . another great film from ANSCO, A Division of General Aniline & Film Corporation, Binghamton, N. Y.

Original color . . . sound . . . quality . . . on . . . Ansco Type 238 Color Duplicating Film!

All the fresh quality of your original picture is there to see and hear on Ansco Type 238 Color Duplicating Film. Offers cleaner whites, softer middle tones, open shadows, hi-fi sound. *Next* time, specify Ansco Type 238!

Ansco . . . the finest compliment you can pay your skill

air. A combination of rain, snow, hail and fog made movement difficult even for horses.

The LeMasuriers had visited their other son, Ronald, in Pasadena, and their daughter, Mrs. Stephen Collins, in El Paso, Tex. When their craft last was heard from they were flying from Salt Lake City to Rapid City, S. D., on one leg of the flight from Pasadena to Duluth.

WINN Announces Cancellation Of New Agency Incentive Plan

WINN Louisville has withdrawn an offer made the first of this month to give advertising agencies commissions in excess of 15%, according to the amount of business placed on the station.

Under the plan, agencies placing $1,000-$2,000 would have received 17.5% commission and 20% on more than $2,000. But now the station says, "Our faces are red—and what WINN had planned as a friendly gesture to advertising agencies in Louisville has turned out to be just the opposite."

Replying to criticism that the plan appeared to be an inducement to agencies to place more advertising on WINN, the letter retracting the plan says: "That thought never entered our minds. The only thought we had was this—Louisville agencies have placed a lot of advertising on WINN. WINN, in turn, has been, and is, producing outstanding results for agencies and clients. In gratitude to the agencies, WINN conceived the plan—and for no other reason.

"We are still gratified. However, we must withdraw the offer. In the meantime, all of us at WINN are searching for a new way to say 'thanks' that will be acceptable to everyone—and we welcome your ideas." The letter is signed by Glen A. Harmon, vice president and general manager of the station.

Stars National Adds 5 Stations

STARS National Inc., New York, announced last week it has been appointed national representative for the six radio stations belonging to the OK Group (Paglin-Ray stations). Stars National previously had represented only KYOK Houston, according to Bernard Howard, president of the representation company, but now also will handle WBOK New Orleans, WLOK Memphis, WXOK Baton Rouge, KAOK Lake Charles, La., and KOPY Alice, Tex.

Shields to Manage KFIV

KFIV Modesto, Calif., formerly KMOD, has named Larry Shields as general manager, effective May 1. Mr. Shields formerly was sales manager of KFMB-TV San Diego and XETV (TV) Tijuana, Mexico.

Other new KFIV staffers include: Roger Roach, formerly with KCBQ San Diego, account executive, and Gary Dean and Bennett Brownell, announcers.

New WCHS-TV Tower in Use

WCHS-TV Charleston, W. Va., put its new tower in Putnam County into operation Wednesday. Effective radiated power from the 5 kw transmitter is 32 kw.

Five-Point Plan Proposed For Radio-Tv Journalism

THE Council on Radio and Television Journalism (an agency of the National Assn. for Education in Journalism), in an effort to aid educational planning in colleges offering courses in radio and tv news, has revised its original 1945 standards in favor of a more up-to-date coverage. The council is offering a five-point plan with principal changes in the area of tv news. Particular emphasis is placed upon these points:

1. A general education is the proper basis for training in broadcast journalism and should constitute about three-fourths of the student's total academic program.

2. An understanding of the importance of broadcasting as a social instrument and of its relationship to government should be acquired, including an introduction to research techniques.

3. The newsman-to-be should be thoroughly versed in gathering, writing and editing news for radio and tv. Microphone techniques and a background in photography should be included.

4. Only the thoroughly competent should be employed as teachers.

5. Lab facilities should be more than just "adequate." A regular wire news service and studios equipped for both live and closed circuit broadcasting experience should be considered basic.

"It isn't our purpose to lay down detailed requirements for individual courses, nor for departmental jurisdiction," says Council Chairman Prof. Harry Heath of Iowa State College. "About 80 colleges and universities offer courses in news broadcasting, and their approaches to this training naturally vary somewhat. We want our standards to be such that they can be interpreted intelligently by qualified teachers to meet their own situations."

Wisconsin Group Forms Stereophonic Network

STEREOPHONIC broadcasting has gone network in Wisconsin and become a practical reality, according to the Wisconsin State Radio Council.

Last fall, after an experimental series of eight programs in Madison, the council planned the Wisconsin Stereophonic Network, including 10 stations of the Wisconsin State Broadcasting Service (transmitters carrying non-commercial, educational programs) and two independent commercial fm outlets—WWCF Greenfield and WFMR Glendale.

The network now includes eight fm and two am (WHA Madison and WLBL Auburndale) outlets, with educational programs and music programmed Sunday-Friday, 7:15 a.m.-10 p.m. WHA is operated by the U. of Wisconsin.

The new network is divided into a dual-channel system. Eight stations of the state fm network make up the "blue" channel, available in certain parts of the state; the two commercial fms (WWCF and WFMR) joined with the two state ams (WHA and WLBL) to form the network which carries the "green" channel. The latter was set up to achieve still greater state area coverage.

The green channel signal from Madison is relayed via WHA-TV sound to WWCF, a high power fm outlet, which serves as key station for the green channel. All rebroadcast signals originate from fm stations and no am signal is ever rebroadcast, assuring high quality, according to the council.

WGBH-FM-TV Staff Reorganized With Gunn as General Manager

A NEW executive nucleus, headed by General Manager Hartford N. Gunn Jr., takes over the operation of educational stations WGBH-FM-TV Boston today (Monday). Mr. Gunn, former assistant general manager, succeeds Parker Wheatley, who resigned after 11 years with the Lowell Institute stations [B•T, May 13].

Three assistant general manager posts have been created to direct principal divisions of the broadcasting operation. Named to fill them: Dave Davis for WGBH-TV, Jack Summerfield for WGBH-FM and Paul Rader for motion pictures and new program development.

Other changes in the WGBH-FM-TV lineup: Robert Larsen, producer-director, has been appointed program manager of the stations, and Norman Feather, traffic manager, has been promoted to film manager. Resigned: Edward G. Sherburne Jr. and Lawrence Creshkoff, director and assistant director of programs, respectively.

Emerson Names Advisory Group To Aid Radio-Tv Curriculum

AN Emerson College Broadcasting Advisory Committee was formed last week to "counsel, advise, help, and inspire" the Boston institution's broadcasting curriculum, suggest collateral activities for its students and advise on their employment, and expand Emerson's physical facilities, which include WERS-FM Boston.

Among the members of the committee: Henry Schachte, advertising vice president of Lever Bros. and a trustee of Emerson College; Sylvester (Pat) Weaver, independent program producer and former NBC board chairman; Jules Dundes, CBS Radio vice president; W. C. Swartley, Westinghouse Broadcasting Co. vice president.

G. Wright Briggs Jr., Boston radio-tv director of BBDO; Sol Taishoff, editor-publisher of BROADCASTING • TELECASTING; Eldridge Peterson, publisher of *Printer's Ink;* Herbert L. Krueger, vice president and general manager of WTAG Worcester, Mass.

Franklin A. Tooke, general manager of WBZ-TV Boston; William B. McGrath, managing director of WHDH Boston; Thomas Y. Gorman, general manager of WEEI Boston; Richard Woodies, Henry I. Christal Co. Inc., Boston; Philip E. Nutting, New England advertising manager of *Holiday* magazine, and vice president of the Advertising Club of Boston; Bruce G. Pattyson of Blair-Tv in Boston; Edgar Kobak, broadcasting consultant, New York.

Frank S. Christian, vice president and manager of Kenyon & Eckhardt, Boston; Paul H. Provandie, president of Hoag and Provandie, Boston.

RFE Gets Clean Bill From 15-Nation Unit

RADIO FREE EUROPE, which came under considerable fire here and abroad immediately following last autumn's fruitless Hungarian revolt, has received a vote of confidence from officials representing 15 European nations. In a report last week, member states of the Council of Europe, meeting in Strasbourg, France, exonerated RFE from any duplicity during the abortive Hungarian uprising and also called for an end to sole American direction of the organization.

The Conseil de l'Europe—composed of Great Britain, Denmark, Greece, Iceland, Turkey, Ireland, France, Italy, West Germany, Austria, Norway, Sweden and the Benelux countries—likened RFE's work to that of the BBC during the last war in keeping alive the spirit of eventual freedom in those countries under the thumb of a totalitarian state. It called RFE "one of the most important centers of documentation in the field of Soviet affairs" and said the "importance of [its] transmission can hardly be overrated."

The group analyzed the charges against RFE and found that the very nature of RFE's organization—that of an American-supported broadcasting operation run by refugees within the boundaries of a national state—invites criticism. "The political refugees from behind the Iron Curtain," the council maintains, "often hold different political views and this cannot but lead to criticism of RFE." The criticism of high salaries paid to RFE's staff, the council maintains, clearly comes from "those refugees who have to scrape for a living and are envious of their more fortunate fellow refugees in good positions."

Also making RFE's existence more difficult, the council adds, is the fact RFE operates on German soil but is not under jurisdiction of the Bonn government; not only does this irritate a good segment of the Bonn government, but also those businessmen eager to extend German-Soviet trade, especially with the satellite states; also offended are the Social Democrats who strive for eventual German reunification and see in RFE's activities an obstacle toward that goal. The council's reports state, "it almost looks as if internal German political conflicts are being fought out on the beam of Radio Free Europe."

Other aggrieved parties, the council reported, include the neutralists who "see in RFE broadcasts a provocative element which annoys the Kremlin and disturbs the neutralists' dream of peaceful co-existence and their illusion of the 'Cold War' being over. It is RFE which confronts them with the naked facts and tries to awaken them from their pleasant dreams. The blame is consequently put on RFE."

The council added: "It is regrettable that RFE is still entirely financed by the U.S.A."

JAPAN LIKES COLOR

JAPANESE and English language newspapers in Japan have acclaimed the U. S. Commerce Dept. exhibit in the current International Trade Fair in Tokyo, with special accolades to color television as the outstanding fair attraction, RCA reported last week.

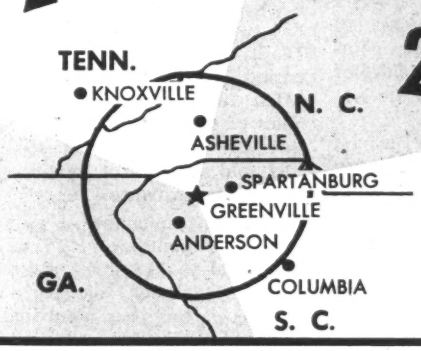
Word received from official American sources by the RCA International Division's headquarters in Radio City, New York, indicated the success of the million-dollar color tv caravan sent to Japan by RCA as part of the U. S. exhibit.

The RCA equipment includes full color tv studio facilities, two camera chains, lighting and testing apparatus, film transmitting facilities and two fully equipped, especially built mobile units. It is the first showing of RCA compatible color tv outside of the U. S., RCA said.

AF Tvs Open in Germany

THE U. S. Air Force in Europe has opened two television stations for American service men in West Germany. They are in Ramstein and Spandahlem Air Base in the Eifel Mountains. About 70,000 men of the 12th Air Force and their families are reached by the signals.

2-MILLION PEOPLE
2-BILLION INCOME
IN THE WFBC-TV 4-STATE MARKET



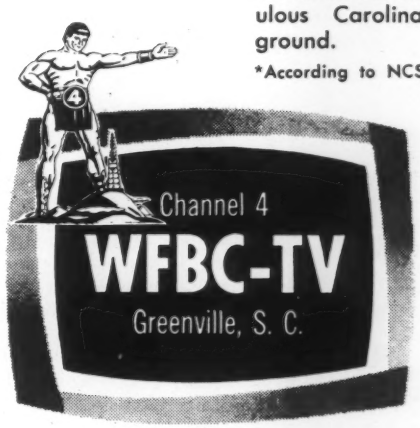
WFBC-TV leads all South Carolina television stations *by far**. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within "The Giant's" 100 uv/m contour† is the South's greatest textile-industrial area and the fabulous Carolinas mountain playground.

*According to NCS No. 2

†58-COUNTY DATA

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

(Data from SALES MANAGEMENT Survey of Buying Power May 10, 1957)



NBC NETWORK

"The Giant of Southern Skies"

Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

Represented Nationally by WEED Television Corp.

FLEXIBILITY

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one who grabs the opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time and again improved its advertisers' positions in television by swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles.

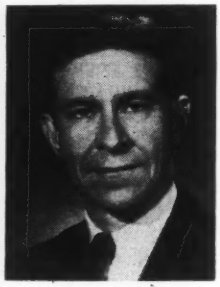
KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In Los Angeles television, be a flexible buyer.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

Canadian Advertisers Elect Thomas M. Atkinson President

THOMAS M. ATKINSON, 48, advertising manager of DuPont of Canada Ltd., Montreal, Que., was elected president of the Assn. of Canadian Advertisers at its 42nd annual meeting at Toronto May 6-8. He succeeds R. R. McIntosh, vice president of General Foods Ltd., Toronto, Ont.



MR. ATKINSON

H. E. Whitehead, Kimberly - Clark Products Ltd., Toronto, was elected executive vice president. Other vice presidents elected were G. C. Clarke, Standard Brands Ltd., Montreal; J. J. McGill, Imperial Tobacco Co., Montreal; E. T. Gater, Sterling Drugs Ltd., Windsor, Ont.; J. C. Miller, Ford Motor Co. of Canada, Toronto; and A. B. Yeates, Prudential Insurance Co. of America, Toronto, who was also elected treasurer. B. E. Legate was re-appointed general manager and secretary with offices at Toronto.

Schwerin Sets Montreal Tests For French-Language Tv Fare

TESTING of French-language television programs and commercials will begin shortly in Montreal by Schwerin Research Corp. It is anticipated that the first four sessions, to be held June 4-7, will be forerunner of regular survey schedules in the French-language region.

Griffin B. Thompson has been appointed managing director of the Canadian operation for Schwerin. He formerly was chief of the research and reports division of the National Film Board of Canada.

Among the questions advertisers, agencies and CBC will have the chance to explore in the French-language testing are: To what extent do entertainment appeals to the French- and English-speaking audiences differ? Are the same selling themes influential in both markets, and if not, what are the explanations for differences? What types of personalities and presenters are most acceptable to the two audiences?

To make comparisons possible where desired, there is an opportunity for running matching English-language tests at regularly scheduled sessions in Toronto, Schwerin said.

Germany May Shut Down Station

EUROPE NO. ONE, located in the Saar and one of Europe's strongest commercial radio stations (400 kw, long wave band), is likely to be closed by the Bonn Government, according to an informed source in Bonn. This is the general impression in the West German capital after the Bundestag's (Lower House) Committee for Press, Radio & Film Affairs discussed the status of the station. Europe No. One is located near Saarlouis, not far from the French border. Its license was granted by the Saar administration when the area was an independent state. Meanwhile, the Saar has been returned to West Germany, which has no privately owned stations. The Bundestag committee doubted the legality of the station's license and asked the West German postal authorities for an opinion on whether the station's license should be revoked or altered.

West Germany's UFA Enters Tv Film Field in Surprise Move

UFA, largest West German motion picture concern, has announced plans to make 12 single television films of 28- and 55-minute lengths. This is the first move of a German theatrical film company into the tv field, reversing the previous attitude of German film makers who pledged "no single foot of film for tv" some time ago.

The UFA move caught the German theatrical industry by surprise. Because of UFA's dominating position, remaining industry in Germany is likely to follow suit, it was believed.

UFA has established its tv film division in Templehof, West Berlin. A company spokesman indicated recently that UFA is aware of the potential of the American market and that UFA sooner or later will try to enter the U. S. with its own product.

The first series of 12 UFA tv films is being made on a pre-production contract with all existing German tv stations, which are likely to use the footage jointly (and pay for it jointly for lower per-station costs, a common method in Germany now).

Canadian Tv Production Down

CANADIAN FACTORIES produced 94,831 tv receivers in the first three months of 1957, compared with 171,761 in the same period last year, the Radio-Electronics-Tv Mfrs. Assn. of Canada, Toronto, reports. Sales of tv sets in the first three months of this year totaled 108,478 sets, with 38,721 sets sold in Ontario province, and 28,721 in Quebec province.

Factory production of radio sets in the first three months of 1957 totaled 140,426 compared to 148,181 for the same period last year. Sales of radio sets in the first three months of this year numbered 119,543, of which 56,067 were sold in Ontario, and 25,558 in Quebec province.

AAP Tells Overseas Plans

A CONTRACT for Australian use of AAP's Warner Bros. features and Popeye cartoons is expected soon, Norman Katz, director of AAP's foreign department, has announced in New York. Mr. Katz revealed AAP plans to set up distribution centers in the Eastern Hemisphere and to complete a 10-year pact with a distribution firm to be formed in Latin America. He said the Popeye cartoon contract with Granada TV and Associated Rediffusion for British tv involved a "substantial" amount. Soon to be distributed for tv and theatres in U. S. and abroad, he added, are 1,400 Warner Bros. short subjects.

Canada-U. S. Pact Provides Tv Shifts in 3 B. C. Cities

IT has been announced by the FCC that the Canadian-U. S. television agreement has been amended to change channel assignments in three British Columbia cities.

Ch. 2 went from Vernon to Kelowna, with ch. 7 added to Vernon, and ch. 13 from Kelowna to Penticton, which previously was not allocated a channel. The changes were made at the request of a Canadian applicant who wanted to build a mother tv station on ch. 2 in Kelowna with satellite stations in the other two cities.

The Canadian government agreed that any assignment made for these channels would stipulate that the transmitter site must be at least 190 miles from any city in the U. S. in which the same channel is assigned.

CBC Building 6-Story Edifice

THE CBC has a new six-story building under construction on Sumach Street, north of Queen Street East, Toronto, which will house much of the television production department under one roof for the first time. The new building will have 240,000 square feet of floor space and will house the design department and 12 rehearsal rooms and studios.

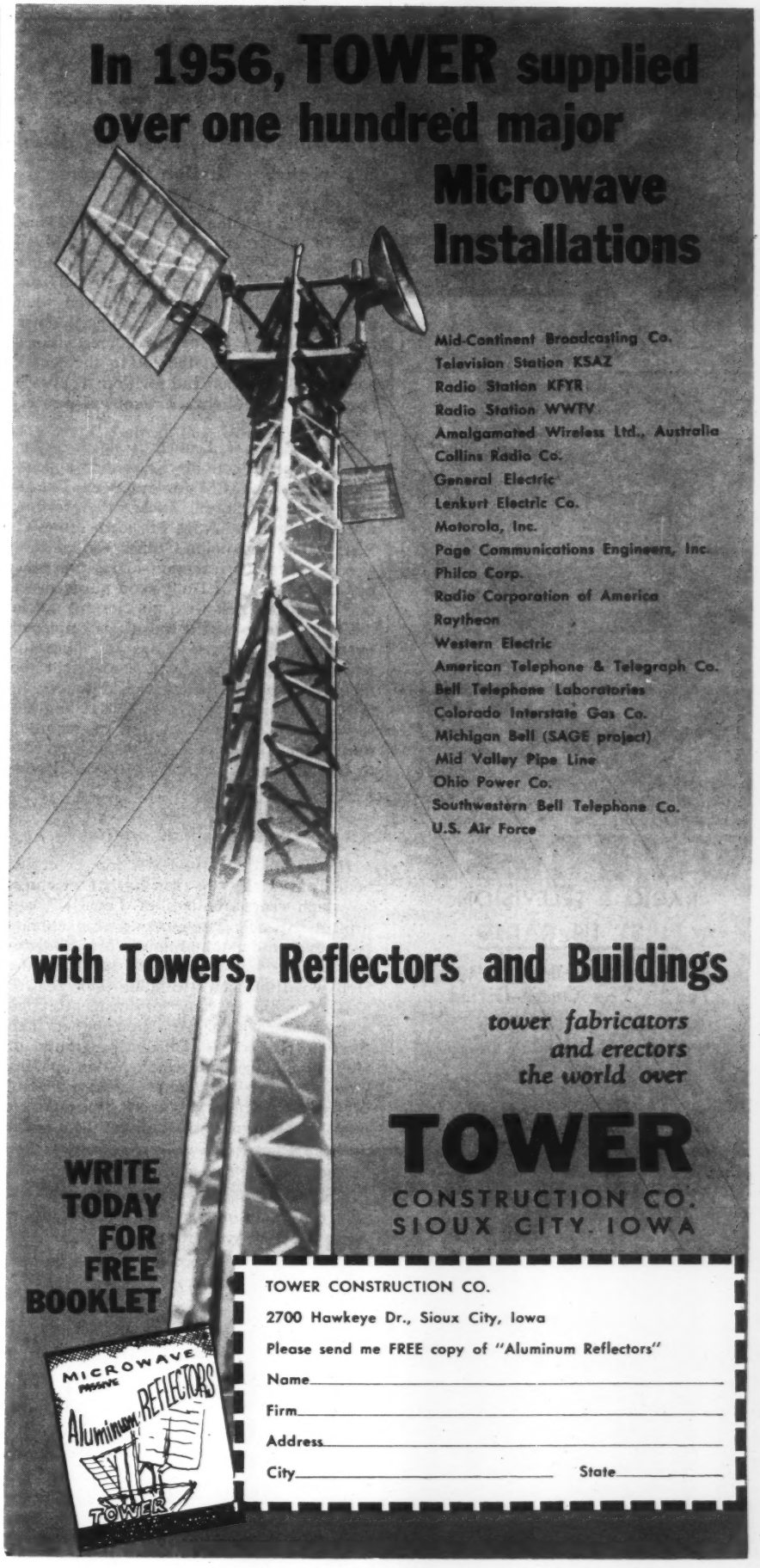
Much of CBC's tv production at present is scattered in old buildings, schools and warehouses throughout downtown Toronto. The new building on Sumach Street, to be opened this summer, will eliminate much of the costly trucking operations between the various tv production buildings and studios. A large center to house all CBC tv and radio production and news services is expected to be built in the next few years, following the recently published recommendations of the Royal Commission on Broadcasting.

Broadcast Industry Measurement

A SURVEY to determine the size of the Canadian radio and tv broadcasting industry is now being undertaken by the government's Dominion Bureau of Statistics. The information is being gathered in such a way that it will be published only as for the entire industry, not by individual stations or groups of stations, and all data is being supplied in confidence for use only in a total industry set of figures. Such information has to date been difficult to obtain in Canada, and is considered extremely valuable in the industry.

Canadian Microwave Extended

CANADA's microwave television network was extended on April 28 westward from Winnipeg to add CKX-TV Brandon, Man., and CKCK-TV Regina, Sask. The network now extends more than half the length of Canada from Quebec City in east to Regina in the west, and will be completed coast-to-coast by early 1958. A regional microwave network is already in operation on the Atlantic coast and will be joined to Quebec City by year-end.



WHLS
MICHIGAN'S POWERFUL
250 WATTER
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country,
4 FULL TIME NEWSMEN
PORT HURON'S COMMUNITY STATION
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago
CBS
REPRESENTED BY AVERY-KNODEL, INC.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

LOCAL 47 MULLS CONVENTION TACK

- **Talks in Hollywood bog down**
- **National session in Denver**

A SPECIAL meeting of the Hollywood local (47) of the American Federation of Musicians, held last Monday to draft instructions for the local's delegates to AFM's 1957 national convention, failed to agree on what these instructions should be. Bogged down with a welter of more than 20 resolutions, the meeting referred the lot to the local's board of clarification and revision. They will be resubmitted at another membership meeting called for May 27.

Earlier, Eliot H. Daniel, president of Local 47, reported on his three-hour appearance before the AFM's International Executive Board, meeting in Chicago the previous week. He reported AFM President James C. Petrillo and the union's other top officials gave a courteous reception to his presentation of the views of Hollywood musicians—that the AFM trust fund policies are not in the best interests of the musicians employed by the makers of recordings and films for television. The union requirement that the makers of tv films pay an additional 5% into the Music Performance Trust Fund has served only to force the use of recorded music in making these films, making the cost of live musicians prohibitive, the local contends.

Other Meetings on Tap

His meeting with AFM's top executive board paved the way for further meetings at which representatives of Local 47 can present specific suggestions for policy changes to the national union, Mr. Eliot reported. The way is open, he said, for the Hollywood musicians to attain their goal of abolishing the royalty payments through negotiations within the union rather than through the courts. Currently, groups of Hollywood musicians employed in making films and recordings, are prosecuting a number of suits to block payments by employers into the trust funds and to divert them to the individual musicians instead.

Long a controversial issue within the AFM, the trust fund policy argument last year proved an unsuccessful rebellion in the Hollywood AFM local.

This year's AFM convention will be held June 10-14 in Denver.

WGAW Statement Emphasizes Tv Importance to Writers

GROWING importance of television as a market for writers is shown in a financial statement by Writers Guild of America West for the past year. In dues assessments based on earnings, tv writers contributed better than 32% of the WGAW income during the year ended March 31, 1957, up from 26% the previous year and 17% for the year ended March 31, 1955. Meanwhile, the screen writer's contribution has declined from about 66% to about 53% of the total guild itself.

The report by Curtis Kenyon, guild treasurer, shows that for the latest fiscal year, ended March 31, 1957, the income of WGAW's tv writer members totaled $6,814,662, nearly $2 million ahead of their $4,742,404 total for the preceding year. Income of radio writers dropped from $765,939 to $467,227, but the slack was well taken up by the additional revenue from tv, Mr. Kenyon noted. Screen writers' income rose nearly $1 million, from $10,338,431 to $11,151,234.

For the guild itself, total income for the fiscal year just past was $212,415 compared with $183,564 the previous year; expenses rose from $141,016 to $169,522, and the net was just about the same, $42,893 for the latest 12-month period to $42,548 for the previous year.

LOCAL 802'S SURPLUS GROWS

ANNUAL financial report of New York Local 802, American Federation of Musicians, shows that at end of 1956 surplus amounted to $664,000 as against $470,000 at end of 1955. Report showed that at end of 1956, approximately $490,000 remained in general fund; $2,400 for relief fund; $85,000 for live music fund and $88,000 for strike fund, reflecting increases in each group as compared with 1955.

SEG Elects New Officer Slate Franklyn Farnum Again President

OFFICERS of the Screen Extras Guild, Hollywood, have been announced following annual elections. President Franklyn Farnum was unopposed for re-election.

New officers are Jeffrey Sayre, first vice president; Tex Brodus, second vice president; Paul Bradley, third vice president; Paul Cristo, recording secretary; Kenner G. Kemp, treasurer; board members: Mr. Bradley, Mr. Brodus, Joe Brooks, Eva Novak, Lucille House, Murray Pollack, Bill Hickman, Eve Gordon, Spencer Chan, Emory Dennis, Connie Conrad, Max Reid and Roy Damron.

Donahue Heads Hollywood RTDG; Installation Set for June 3

JACK DONAHUE, freelance director *(The George Gobel Show)*, was elected president of the Hollywood local of the Radio-TV Directors Guild for the coming year and will be installed at a general meeting June 3. Other officers elected are: Robert L. Robb, ABC, vice president; Miss Maury Orr, ABC-TV, secretary; Howard Quinn, CBS-TV, treasurer.

Papers Served in CBS Suit Against Electrical Workers

LEGAL papers were served on representatives of the International Brotherhood of Electrical Workers' Local 1212 in New York May 10 by CBS Inc., thus setting into motion the $100,000 suit initiated two days earlier by the network's move into taking its grievances to the federal courts [B•T, April 29, *et seq.*]. The network seeks to punish the electricians' union for short circuiting a planned remote telecast which was to have been sponsored by a local Pepsi-Cola bottler on April 21. The next move is up to Local 1212. It has until May 30 to reply to the network's charges. At that time, counsel for CBS may be expected to press for trial.

Hollywood IATSE Local 818 Agrees to Three New CBS Pacts

A SPECIAL membership meeting of Publicists Assn., Local 818 of IATSE in Hollywood, held Monday, ratified new three-year contracts negotiated with CBS for staff publicity personnel at Hollywood offices of CBS Radio and CBS-TV. Terms, retroactive to Jan. 1 of this year, include a division of publicists into juniors and seniors, each group with automatic increases at the end of the first and second years. Juniors, under the new contract, will start at $110 a week, go to $120 the second year and top scale of $132.50 the third. Senior scale starts at $135 and progresses in annual steps to $145 and $162.50. Previous top was $115.

NABET Loses Jurisdiction Case

A ROVING radio-tv reporter at WMAL-AM-TV Washington, Delmar Malkie, is not a member of the newsroom staff and is not within jurisdiction of the National Assn. of Broadcast Employes & Technicians, according to a decision by National Labor Relations Board. NLRB denied NABET's petition to include Mr. Malkie in the newsroom bargaining unit, holding he is a broadcaster, rather than member of the newsroom staff, spends little time in the newsroom, has no regular hours and is not under the same supervision as newsroom employes.

Pickets at WGEE Ruled Illegal

PICKETING of WGEE Indianapolis by the International Brotherhood of Electrical Workers during the station's construction in July 1956 was illegal, the National Labor Relations Board ruled May 14, affirming a finding by a trial examiner. NLRB ordered the union to cease trying to induce employes of the building contractor to stop working on the Rollins Broadcasting Inc. project because the labor group was unable to get a contract covering employment at the projected station. WGEE was constructed during the latter part of the year and took to the air last December.

CECO TRIPODS

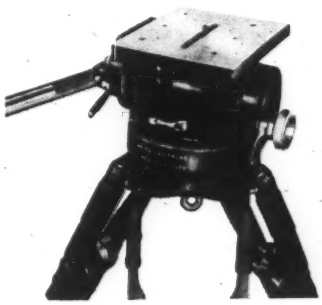
$260.00

sees you through the Big on-the-spot assignments

Whether you are covering a presidential visit or a big news story, CECO equipment comes through for you with flying colors. CECO exceeds existing standards of quality and performance. Why risk breakdowns when you can be SAFE with CECO! Stop in today.

ALL METAL TRIPOD has cast top flange and upper leg portion made of one piece aluminum alloy castings. Accepts Microwave Relay Beam Reflector Head, "BALANCED" TV head, and other similar professional tripod heads.

$285.00
HEAD ONLY



HEAD ONLY $425.00

NEW "BALANCED" TV HEAD MODEL C offers smooth tilt with 360° pan action, perfect balance, with center of gravity adjustment, tension adjustment, built in spirit level, and telescoping pan handle.

MICROWAVE RELAY BEAM REFLECTOR HEAD is perfect for parabolas up to 6 ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth.

Full line of MOLE RICHARDSON, BARDWELL-McALLISTER & COLORTRAN STUDIO LIGHTING EQUIPMENT, INCLUDING CECO CONE LIGHTS • SPECIAL ENGINEERING AND DESIGN DEPARTMENT • REPAIRS BY EXPERT TECHNICIANS

SALES • SERVICE • RENTALS

ADDITIONAL PRODUCTS FOR TV—Spider dollies • Portable collapsible dollies • Roof top clamps • Film Editing equipment • Motion Picture Cameras • MAGNASYNC MAGNETIC SOUND RECORDING EQUIPMENT

Prices subject to change without notice

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.
Dept. B 315 West 43rd St.
New York 36, N. Y. JUdson 6-1420

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

SALES BLOOM IN THE RICH TULSA MARKET...

WHEN YOU USE

KRMG

50,000 WATTS 740 KC

ASK YOUR BLAIR MAN FOR THE KRMG STORY

MEMO: TO TIMEBUYERS!

You must use the most POWERFUL Station in Northeastern Pennsylvania's Rich 17 County Area to really cover the market.

★ WILK-TV Reaches better than 85% of the 314,984 sets in its coverage area!

★ WILK-TV Reaches more community cable subscribers than any other Station in the Wilkes-Barre-Scranton Area!

★ WILK-TV Provides clearer "line-of-sight" to all important surrounding population centers than any other Station in the area!

★ WILK-TV Carries your message from Reading to New York State—from Lock Haven-Williamsport Area to New Jersey!

1 MILLION + WATTS

GET THE FACTS!

WILK-TV Wilkes-Barre Scranton

Call Avery-Knodel, Inc.

SDX Makes Radio, Tv Awards For Public Service, Reporting

BRONZE medallions and plaques were presented to the winners of the 25th annual Sigma Delta Chi awards for distinguished service in journalism Thursday night at the SDX annual dinner at the Hotel Pierre in New York.

Sol Taishoff, editor and publisher of B•T and national president of SDX, made the presentations. Radio winners were Howard K. Smith of CBS in London for news writing, Edward (Johnny) Green of KPHO Phoenix for reporting, and CBS Radio for public service in radio journalism. Tv winners were Ernest Leiser and Jerry Schwartzkopff of CBS and Julian B. Hoshal and Dick Hance of KSTP-TV Minneapolis-St. Paul for reporting (duplicate awards), and KPIX (TV) San Francisco for public service in tv journalism [B•T, April 22].

Gen. Curtis E. LeMay, commander-in-chief of the Strategic Air Command, was principal speaker at the dinner, which was sponsored by the New York chapter of SDX, the Deadline Club. Elmer Walzer of UP was named president of the Deadline Club, and Howard Kany of CBS and Allan Gould of AP were elected vice presidents.

AWARD SHORTS

NBC Radio and **Bob Considine** awarded Distinguished Service Citation of U. S. Reserve Officers Assn., for their "outstanding contribution to the national defense interests of the United States." Award is for broadcast by Mr. Considine aired on NBC Radio last February stressing need to maintain Strategic Air Command at maximum strength.

CBS cited at Fourth Annual American Film Assembly Golden Reels of 1957 Awards for *Report From Africa,* produced by Edward R. Murrow and Fred W. Friendly.

Vernon S. Batton, recently retired manager, WDAF Kansas City, Mo., received first annual Broadcasting Service Award from U. of Kansas' radio-tv division for his "constant search for and devotion to the highest standards of broadcasting in the public service and specifically his service to station WDAF and the Kansas City area 1924-57."

Elon G. Borton, president-general manager, Advertising Federation of America, awarded "Medal for Distinguished Service" to journalism and advertising by U. of Missouri School of Journalism.

WRCV Philadelphia received special award from Mental Health Assn. of Southeastern Pennsylvania on behalf of its weekly *The Psychiatrist.*

WBUF (TV) Buffalo, N. Y., received citation from U. of Mich. Club of Buffalo for its *Marriage* series.

WCKR Miami received Florida Governor's placque for "outstanding service" in promotion of state products and services.

Edward Hitz, NBC vice president in charge of Central Div. tv network sales, and **Harold Smith,** division tv sales promotion director, honored with meritorious service medallions from American Heart Assn. for work in local fund-raising campaign.

General Electric Receiving Tube Dept. and **Transfilm Inc.** were presented Golden Reel Award for GE sales promotion film "Through the Looking Glass" by Film Council of America fortnight ago in N. Y.

Al Frances, WHBC Canton, Ohio, news director, honored by Canton City Council resolution to give him "public acclaim for the tremendous job he has done in keeping alive the importance of immunization against polio." Mr. Frances made daily reports on problems of mass innoculations.

Chuck Zink, host of WTVJ (TV) Miami's *Popeye Playhouse,* presented silver trophy by Mackle Co. for "devotion to the children of Dade County."

WQED (TV) Pittsburgh, educational, cited by Pennsylvania Assn. for Adult Education for "significant contributions within the divergent areas of adult education."

James McNamara, KLAC Los Angeles, awarded plaque from *College* magazine for his weekly, *Listen, Los Angeles,* which was designated "best West Coast current events panel show on radio."

WBT and WBTV (TV) Charlotte, N. C., received certificate of merit for "outstanding public service rendered to the motoring public" from N. C. State Automobile Assn.

KRNT Des Moines, Iowa received Award of Merit from State Assn. for Mental Health for "outstanding and distinguished service in promoting better mental health in the state of Iowa."

George F. Hartford, vice president, WTOP-TV Washington, received gold medal award from Art Directors Club of Washington for "encouraging creativity in art and photography by the WTOP-TV staff." WTOP-TV was awarded another gold medal and three honorable mentions for its newspaper advertising and its tv slide artwork.

A. James Ebel, manager, KOLN-TV Lin-

"I'd be listening to KRIZ Phoenix, if you could only fix a radio!"

coln, Neb., honored by Nebraska Wesleyan U.'s journalism honorary, Gamma Upsilon, for "forward looking leadership in making tv a leading news and entertainment medium" and for "outstanding contribution to . . . public communications in Nebraska."

KING-TV Seattle, cited by Seattle Adv. & Sales Club for second consecutive year for "excellence in advertising." First place award was for national advertising campaigns under $50,000.

Fred Barr, WWRL program manager, **John Henry Faulk,** WCBS, Harry Novik, WLIB general manager and **Ralph Weil,** WOV general manager, all New York stations, received citations for help in finding homes for Negro children in campaign conducted by Federation of Protestant Welfare Agencies.

Alexander Kendrick, CBS News correspondent in London, awarded citation from English-speaking Union "for outstanding contribution toward better understanding among English-speaking peoples in 1956."

Mike Boudreau, account executive, WDRC Hartford, Conn., wins top award from Hartford Adv. Club for nightly news program.

Phyllis Knight, WHAS-AM-TV Louisville, was honored with special award from Kentucky Division of the American Cancer Society, in recognition of work done through her radio and television programs.

WCAU-TV Philadelphia received certificate of commendation from Pennsylvania National Guard for "patriotic service rendered," with its *Parade Party* (Sat., 2:30-4:30 p.m.) in "interest of National Guard recruitment," which features National Guard talent exclusively.

WICC-AM-TV Bridgeport, Conn., received Connecticut State Dental Assn. second annual Horace Hayden Award for "outstanding performance" in public education in field of dental health.

WTIC Hartford, Conn., received two Merit awards for "public service by radio station" from Advertising Club of Hartford; one in recognition of success of WTIC farm youth project, other for "outstanding support" of Gov. Ribicoff's anti-speeding campaign.

WBTV (TV) Charlotte, awarded certificate for having "top tv news operation in North and South Carolina" by Radio & Television News Directors Assn. of Carolinas.

WRCA-AM-TV New York, received special award from Mayor Robert F. Wagner citing stations' 200th broadcast of public service program, *Citizen's Union Searchlight.*

CBS-TV's *You Are There* series and *See It Now* program titled "The Vice Presidency" received two of 10 national film awards given annually by *Scholastic Magazine* to "outstanding films" in educational field.

Jerome H. Walker, Rye, N. Y., publisher, announces first issue of *Journalism Awards Directory,* covering listing of eligibility, dates of entry, identification in 200 contests in fields of radio-tv, newspapers and magazines. Information obtainable from Mr. Walker at P. O. Box 434, Rye, N. Y.

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,568,500
Families	484,800
Retail Sales	$1,926,588,000
Effective buying Income	$2,582,388,000
Source	1956 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

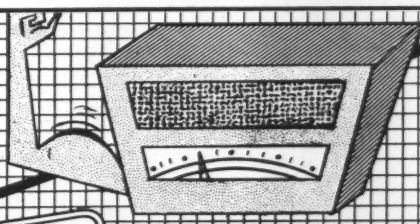
The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

The better equipped stations are dominating the field with more listeners and more advertisers



GATES

GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILL., U. S. A.

Never mind the uranium, Charlie, wait 'til you hear what's happening at WPTR.

RADIO WEEK SUCCESS CITED, TV WEEK SET

WHILE success stories still were being reported for National Radio Week (May 5-11), the NARTB and Radio-Electronics-Tv Mfrs. Assn. jointly announced that National Television Week has been set for Sept. 8-14. The tv observance previously had been scheduled for Sept. 22-28 but the earlier date was adopted to run concurrently with fall merchandise promotions by set manufacturers and dealers. Co-operating with the two associations are the Television Bureau and National Appliance & Radio-Tv Dealers Assn. The co-sponsors will start preliminary planning within a fortnight.

The success stories of stations across the country in local-angle promotions of radio week [B•T, May 13] were typified by the feat of KMOX St. Louis. The station reports it received 419,805 pieces of mail in seven days during a contest it sponsored for radio week.

The "popularity contest" drew entries from 44 states, according to Paul Douglas, KMOX public relations director. Listeners were asked to mail a post card to their favorite personality, and a drawing was held daily to select a winner from the listening audience.

Each winner received either a portable or clock radio, whichever was allotted to the personality who received the winning card. The station reports the post office had to call for reserve shipments of post cards and that drug stores were "virtually sold out of mailing supplies" as a result of its contest.

The New Jersey Broadcasters Assn. marked the week by commending Gov. Robert B. Meyner for "responding to the people's right to know" with his weekly radio and tv reports on the state's affairs. He also was presented with a transistor radio.

Arizona Gov. Ernest W. McFarland paid tribute to the radio broadcasting industry in a proclamation.

KGHL, KBMY, KOYN and KOOK, all Billings (Mont.) stations, teamed up to invite businessmen from that area to a cocktail hour and dinner at a local hotel to celebrate the special week.

WLW, WSAI, WCKY, WCIN, WCPO and WKRC cooperated to choose a "Miss Cincinnati Radio Week" in observance of the local and national celebration.

WESC-FM Greenville, S. C., sent congratulatory letters to all South Carolina stations during radio week.

Three greater Boston Mayors, Fred Lampson (Malden), Phillip J. Crowley (Everett) and Alfred P. Pompeo (Medford), took time out to proclaim National Radio Week.

WDON and WASH (FM) Washington invited Maryland U. radio students to handle the entire announcing schedule for one day. The station reports all broadcasts went on schedule without mishaps.

Weather Bureau Salutes Stations

THE Weather Bureau of the U. S. Dept. of Commerce took the occasion of National Radio Week (May 5-11) to salute radio stations with long records of direct weathercasts.

A letter from F. W. Reichelderfer, Weather Bureau chief, to KIRO Seattle, only far western station in a group of 10 stations with the longest records of cooperation, thanked KIRO for "invaluable cooperation" since Nov. 12, 1937. Similar letters went to WMBD Peoria, Ill.; WIBW Topeka, Kan.; KGBX and KWTO, both Springfield, Mo.; KANS Wichita, Kan.; WSOC Charlotte, N. C.; WWSW Pittsburgh, Pa.; KFEQ St. Joseph, Mo., and WDAF Kansas City.

WBBM-TV Begins Women's Contests

IF Chicago area women are willing to share their pet hints with others, they may win themselves a day-long shopping tour with WBBM-TV's Lee Phillip. The Chicago station is sponsoring four two-week contests in connection with its *Shopping With Miss Lee* show. The contests are to cover hints on traveling, bridal showers, keeping cool in the summer and hot weather desserts. The weekly winner will receive a hat as her prize and at the end of the contests, a grand prize winner will be selected for the shopping trip.

Students Compete for Scholarships

SIX high school students from the New York metropolitan area competed for a college scholarship May 4 on the season's final program of *Junior Town Meeting*, WATV (TV) Newark, 1:30-2:30 p.m. The first prize was $1,000 and the second prize was $500, both in college tuition credit. All other finalists received $100 government bonds.

AIMS TO PLEASE

WBKB (TV) Chicago is using its Ampex video tape recorders to silence criticism over its failure to carry two ABC-TV programs. The station's decision not to carry the network's *Rock 'n' Roll Revue* live May 4 and 11 and to run in a film instead prompted comment by *Chicago Tribune* Radio-Tv Editor Larry Wolters. WBKB then rescheduled the shows, reproduced by Ampex video tape, for May 18 and 25. The series features such stars as Guy Mitchell, Sal Mineo, June Valli, Edie Adams and Charlie Gracie.

SALES PROMOTION

freelance

SALES-PRODUCING, prize-winning presentations, brochures, ad campaigns, direct mail, etc.

One TV presentation was described as "one of the most forceful sells ever seen."

A program presentation was called, "last word in sell."

Clients include radio and TV networks, stations, representatives, syndicators, etc.

Retainer or fee basis.

PETER ZANPHIR

565 Fifth Avenue, NYC, 17

ALL-AMERICAN VOICE

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

SRS "Radio-Active" MBS

EVERYBODY LOVES A SURE THING

DERBY, CONN., bought out all availabilities on WADS in neighboring Ansonia last week.

The city and its merchants staged the "Derby Salutes WADS" week for two reasons: (1) Derby merchants were upset because the station stole all the business on Washington's Birthday with its promotion in behalf of Ansonia merchants and (2) Derby wanted the success story repeated for itself.

Just one year old this month, WADS was founded by former CBS news reporter-producer Sydney E. Byrnes. The station is a 500 w daytimer on 600 kc and serves the Naugatuck valley.

Ansonia merchants earlier this year decided to stay open for business Feb. 22 and WADS went all-out to promote the event. Ansonia was "mobbed" that day, merchants and police reported. But in succeeding on one hand, WADS offended on another. Derby merchants felt they "had been taken over."

The Derby Merchants Assn. called Mr. Byrnes on the carpet. In the discussion the first anniversary of the station came up. The result: Derby merchants asked WADS "to do the same for us" through a week-long "Salute to WADS" promotion.

It was held all last week. Here's how it turned out:

- WADS broadcast all programs direct from Main Street, Derby.
- All merchants voted unanimously to saturate the station individually for one week beginning on May 13 and ending May 17.
- The Merchants Assn. voted unanimously to saturate with spots on behalf of all the merchants.
- WADS took billboard posters all over the valley announcing the anniversary promotion.
- The biggest and oldest department store in Derby had a display in its window congratulating WADS and displaying pictures of all the staff.
- Full orchestra played live throughout the afternoon from Derby.
- Souvenirs, prizes, etc. were given to people interviewed on the air.
- Photographer took pictures of all people interviewed.
- Pictures given as souvenirs of the anniversary and autographed by station personality doing the interviewing.
- Newspaper ads read "Derby Salutes WADS."
- Congratulating tapes were aired from the governor, two senators, two congressmen and one mayor.
- All broadcasting done from a gigantic flat top truck decorated by a local florist.
- Banners on every merchant's window for whole week, "WADS—Congratulations—First Anniversary."

Mr. Byrnes now is waiting to hear from the adjoining cities of Shelton, Seymour and Oxford.

WBC Train, Terminal Posters To Sell Commuting Ad Execs

NEW YORK ad men living in Westchester County, Conn., will have little chance to avoid exposure to Westinghouse Broadcasting Co.'s latest format promotion because the firm plans to aim at them coming and going—commuting, that is. WBC, which is pushing music-news-service spots, says it will place over-door end cards in depth on commuter trains serving both Westchester and the Hudson River Valley through Transportation Displays Inc., New York. Possible use of platform posters and "Diorama" displays in Grand Central station and major New York airports also is being considered to boost ad executive coverage.

The campaign, whose theme is "There's a SOUND difference on WBC radio," will support trade publication and direct mail activities.

The schedule was worked out among David E. Partridge, WBC national advertising and sales promotion manager; Philip Everest, vice president of TDI; and Ketchum, MacLeod & Grove Inc., WBC's agency.

'Cisco Kid' Boosts Milk Sales

THE Leatherwood Co. (Leatherwood homogenized milk), Bluefield, W. Va., sponsor of Ziv Tv programs' *Cisco Kid* series on WHIS-TV Bluefield, credited a promotion held on behalf of the series with helping to sell 15,000 cartons of milk in a two-day period. This was described as a 500% increase in sales over the average weekend. To introduce its new half-gallon carton, which features photos of the title character of the series and his companion, Pancho, Leatherwood attached a *Cisco Kid* tumbler to each package for two days and promoted the offer on the station and in newspapers. W. S. Brank, general sales manager of Leatherwood, said he was "extremely gratified" about the community's response to the series and attributed "direct long-range sales gains to this fine show."

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

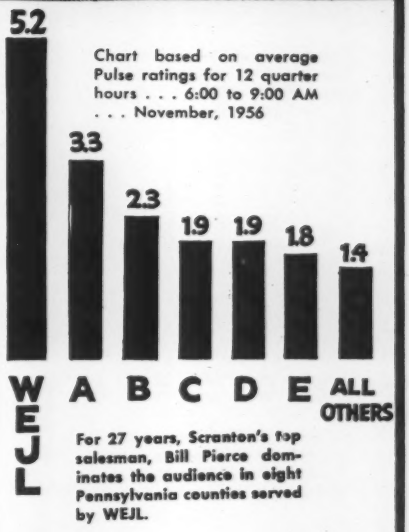


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!
WEJL
The Scranton Times
SCRANTON, ... PENNA.

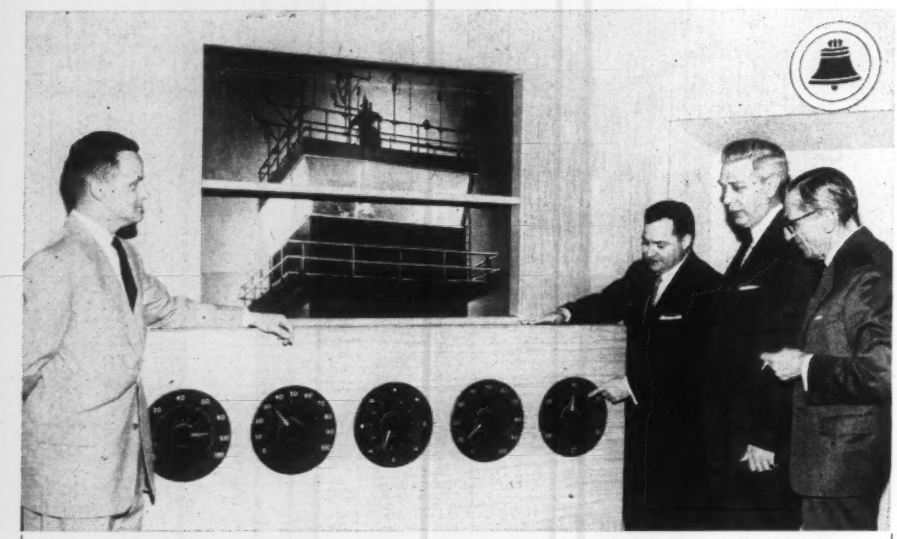
BMI
"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



WFIL-TV Philadelphia viewers now are able to see the weather recorded on instruments as it is reported by Francis Davis, weatherman. The station is using a group of five meters in the studio as well as rooftop instruments which indicate wind velocity, direction, relative humidity, barometric pressure and temperature. Shown viewing the instrument panel are (l to r) George A. Koehler, WFIL-TV manager; Mr. Davis; E. A. Skinner, public relations manager of Pennsylvania Bell Telephone Co. (sponsor), and Edmund H. Rogers, Gray & Rogers, agency for Bell.

If You Can't Beat 'Em, Join 'Em

WDGY Minneapolis reports its mosquito campaign [B•T, April 29] is netting results. Mayor Eric G. Hoyer held a special meeting of officials from that area to discuss the possibility of starting a co-operative, "all out war" on the pests. The station did an about-face in dealing with the insect problem. Its reasoning: "If you can't beat 'em, join 'em." It conducted an "Honor the Unknown Mosquito of Minnesota" campaign and several contests to call attention to the state's problem. WDGY plans to continue urging mosquito control in the future through frequent on-the-air announcements by the station's personalities.

WCBS Expands 'New York'

WCBS New York's feature *This Is New York* will be expanded to full one-hour nightly program, featuring Jim McKay as host and Dave Dugan as the roving reporter, effective May 13, 10-11 p.m. EDT. Mr. McKay and Mr. Dugan will travel in and around New York City recording stories dealing with various aspects of life in the city.

KDAL-AM-TV Plugs Market

KDAL-AM-TV Duluth, Minn., has instituted a promotional campaign designed to interest agencies in New York, Chicago, Minneapolis and Milwaukee with the latest marketing information about the stations. Agency personnel have been sent cards which ask them to call a certain telephone number. When the number is dialed, the callers hear a brief talk from John Grandy, sales manager of the stations. He gives them pertinent data, then asks agency employes to send him a card with their name. The winning card holder (after a drawing) will be entitled to a two-week, all-expenses-paid vacation at Lake Burnside in northwest Minnesota.

Series Studies Illinois Towns

SERIES of filmed studies of small Illinois towns is being inaugurated by WBKB (TV) Chicago with local merchants being offered participating sponsorship. Titled *This Is Our Town*, the show is produced by The Carson Co., New York. Program touches on the downtown shopping district, churches, schools, community centers, parks, farms, civic departments and inhabitants of each town, with emphasis on the average routine daily life of the community. Cicero was featured on the first two telecasts and others to follow include Crystal Lake, St. Charles and Elgin.

Ullman Offers 'Melody Mileage'

A new radio program, *Melody Mileage* is being offered to stations by Richard H, Ullman Inc. A speedometer reading is broadcast frequently during the peak traffic hours during a disc jockey show and if the mileage figures match a driver's speedometer, he wins 10 gallons of gasoline. The company reports it already has sold the program to 26 stations.

WARL Debuts Activities Show

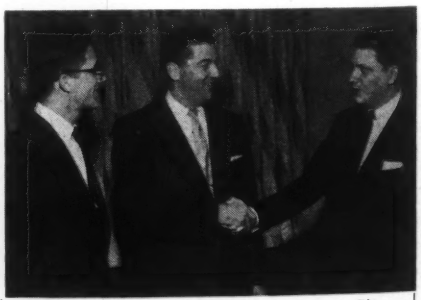
WARL Arlington, Va., was scheduled to premiere *This Week in Washington* yesterday (Sunday). The show, a weekly feature, tells what's playing at the legitimate theatres, the motion pictures around town and what sports events are available for the week.

WPDQ Showboat Shoves Off

WPDQ Jacksonville says it now can cover all news events that float, and report them on daily broadcasts.

Last month the station took to the water on a decorated barge called the "WPDQ Showboat" and cruised up and down the St. John River broadcasting for more than six hours a day for almost a week.

Programs included factual information about the river's importance to the port of Jacksonville, water safety and marine courtesy for pleasure boats. Final docking ceremonies were climaxed with a beauty-personality contest.



ALLEN CHEVROLET Co., Kansas City, observes its 25th anniversary of advertising on WHB Kansas City by signing still another annual contract. Standing (l to r) are Dick Harris, WHB salesman; Bill Allen Jr., Allen Chevrolet; and George W. Armstrong, WHB general manager.

BROADCAST TUBES *are always in stock at* **ALLIED**

IMMEDIATE DELIVERY ON

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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.

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Station Authorizations, Applications
(As Compiled by B • T)
May 9 through May 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through May 15

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	242	364	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through May 15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	386	89	475[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	324	675[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,084	337	846	578	1,424[5]
Noncomm. Educ.	66		37	28	65[4]
Total	1,149	337	884	607	1,491[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

APPLICATIONS

Houma, La.—St. Anthony Television Corp. vhf ch. 11 (198-204 mc); ERP 316 kw vis., 165 kw aur.; ant. height above average terrain 1,000 ft., above ground 1058 ft. Estimated construction cost $441,810, first year operating cost $348,600 revenue $452,000. P. O. address Box 70, Houma. Studio location Houma. Transmitter location Terrebonne County. Geographic coordinates 29° 41' 41" N. Lat., 90° 49' 09" W. Long. Trans. ant. RCA. Legal counsel Howard J. Schellenberg, Washington, D. C. Consulting engineer Lohmes & Culver, Washington, D. C. Principals include **Frank Conwell** (29.50%), radio-tv consultant, **Dr. S. Clark Collins** (14.80%) physician, and **C. R. Patterson Jr.** (19.70%), trucking and chemical interests. Announced May 13.

Translators . . .

ACTIONS

Lone Pine Television Inc., Lone Pine, Calif.—Granted cp for new translator tv station on ch. 80 to translate programs of KRCA (TV), ch. 4, Los Angeles.

Lemhi Television Corp., Salmon, Idaho—Granted cps for two new translator tv stations, on ch. 70 and ch. 73, both to translate programs of KID-TV ch. 3, Idaho Falls.

White Pine Bcstg. Co., Ely, Nev.—Granted cp for new translator tv station on ch. 70 to translate programs of KSL-TV, ch. 5, Salt Lake City, Utah.

Springfield Tele. Bcstg. Corp., Claremont, N. H.—Granted cp for new translator tv station on ch. 79 to translate programs of WRLP-TV, ch. 58, Greenfield, Mass.

California-Oregon Tele. Inc., Cave Junction, Ore.—Granted cp for new translator tv station on ch. 70 to translate programs of KBES-TV, ch. 5, Medford.

Redmond Junior Chamber of Commerce, Redmond, Ore.—Granted cp for new translator tv station on ch. 83 to translate programs of KLOR (TV), ch. 12, Portland, Ore.

Translator T.V. Bcstg. Coop., Inc., Rock Springs, Wyo.—Granted cp for new translator tv station

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NORTH ATLANTIC	REGIONAL FULLTIME	STATION WANTED	CENTRAL TEXAS	CALIFORNIA NETWORK
$59,000	$70,000	$900,000	$70,000	$125,000
All new equipment and real estate. Exclusive market. 29% down-payment.	Excellent real estate, diversified market, and good earnings. Terms.	We have a buyer to invest in top station in Alabama, Georgia, Florida or the Carolinas.	$20,000 down, balance over six years. Tops for owner-manager.	Substantial market with growing agricultural and industrial economy. $50,000 down.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CHICAGO, ILL.** Ray V. Hamilton Tribune Tower DE 7-2755	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg. JA 3-3431	**DALLAS, TEX.** Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	**SAN FRANCISCO** W. R. (Ike) Twining 111 Sutter St. EX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

on ch. 78 to translate programs of KSL-TV, ch. 5, Salt Lake City, Utah.

New Am Stations . . .

ACTIONS

Auburn, Calif.—Placer Broadcasters, Granted 950 kc, 500 w DA-D. Post office address P. O. Box 941, Modesto, Calif. Estimated construction cost $27,750, first year operating cost $40,000, revenue $48,000. Principals are equal partners **Donnelly C. Reeves,** general manager and stockholder of **KMOD Modesto; A. Judson Sturtevant Jr.,** stockholder of KMOD, and **John E. Griffin,** attorney. Announced May 15.

Lakeland, Fla.—Polk Radio Inc., Granted 1330 kc, 1 kw D. Post office address Kentucky Bldg., Lakeland. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include Pres. **W. H. Martin** (96.6%), 52% owner **WMEN Tallahassee, Fla.,** and **Annie Lou Martin** (1.6%) (Mr. Martin's sister), 2% owner **WMEN.** Announced May 15.

Rochester, Minn.—Rochester Bcstg. Co., Granted 1270 kc, 500 w day. Post office address 158 North White Bear Ave., St. Paul, Minn. Estimated construction cost $24,187, first year operating cost $85,000, revenue $100,000. Principals are **Victor J. Tedesco** (50%), minority stockholder WCOW St. Paul, and majority stockholder of **WKLJ Sparta, Wis.** Nicholas Tedesco (50%) is also minority stockholder WCOW and is minority stockholder and officer of WKLJ. Announced May 15.

Falls City, Neb.—Craig Siegfried, Granted 1230 kc, 100 w unl. Post office address 310 N. Osage Ave., Independence, Mo. Estimated construction cost $15,863.82, first year operating cost $26,000, revenue $36,000. Mr. Siegfried owns **KIMO Independence.** Announced May 15.

APPLICATIONS

Boulder, Colo.—Kenneth G. and Misha S. Prather 1360 kc, 1 kw D. P. O. address 2510 E. 9th, Casper, Wyo. Estimated construction cost $15,690, first year operating cost $38,000, revenue $45,000. Kenneth, employe **KATI Casper,** and Misha, school teacher, will be equal partners. Announced May 14.

Easton, Md.—Eastern Shore Bcstg. Co. 1590 kc, 500 w. D. P. O. address 414 French St., Wilmington, Del. Estimated construction cost $11,691, first year operating cost $48,000, revenue $55,000. **G. R. Chambers,** owner **WDVM Pocomoke City, Md.,** will be sole owner. Announced May 15.

Lucedale, Miss.—Tri-County Bcstrs. Inc., 900 kc, 1 kw D. P. O. address % Wm. R. Guest Jr., **WPMP, Pascagoula, Miss.** Estimated construction cost $13,150, first year operating cost $30,000, revenue $36,000. **Crest Bcstg. Co.** will own 72.36%. Announced May 15.

Winona, Miss.—Southern Electronics Co. 1570 kc, 1 kw D. P. O. address Box 826, Columbus, Miss. Estimated construction cost $6,600, first year operating cost $25,000, revenue $30,000. Equal partners are **Bob McRaney,** owner **WROB West Point, Miss.,** and **Bob Evans,** manager **WELO Tupelo, Miss.** Announced May 14

Albany, N. Y.—Gerald R. McGuire 1300 kc, 1 kw D. P. O. address 4 Cherry Tree Rd., Albany. Estimated construction cost $16,332, first year operating cost $43,000, revenue $55,000. Mr. McGuire, former employe Hudson Bcstg.. Co., will be sole owner. Announced May 14.

Ownership Changes . . .

ACTION

WJQS Jackson, Miss.—Granted assignment of license from **Milner Enterprises Inc.** to **Dumas Milner Bcstg. Co.** for $75,000. Both companies owned by **Dumas Milner.** Announced May 15.

APPLICATIONS

WKYB-AM-FM Paducah, Ky.—Seeks assignment of license from **WKYB Inc.** to **The Barrington Co. of Kentucky** for $150,000. **Aubrey D. Reid,** pres-gen. mgr. **WEW St. Louis, Mo.,** will be sole owner. Announced May 14.

KLFY Lafayette, La.—Seeks assignment of license from **Camellia Bcstg. Co.** to **Pelican Bcstg. Co.** for $140,000. **Howard T. Tellepsen** (50%), **Wright Morrow** (22.5%) and **John P. Goodwin** are all stockholders in **KTRK-TV Houston, Tex.** Announced May 13.

KENO Las Vegas, Nev.—Seeks transfer of control of licenses corporation from **Nevada Bcstg. Co.** to **Howard F. Andersen, Frederick Von Hofen, Gordon B. Sherwood Jr.** and **C. E. McLaughlin** for $65,000. Mr. Andersen, advertising interests, Mr. Von Hofen, manager **KING Seattle, Wash.,** Mr. Sherwood, publisher, and Mr. McLaughlin, accounting interests, will be equal partners. Announced May 13.

KWYK Farmington, N. M—Seeks assignment of license from **Herman A. Cecil** to **Basin Bcstg. Co.** for $4,200. Equal partners are **Edwin E. Merriman,** 50% **KOTS Deming** and 33⅓% **KOBE Las Cruces,** both N. M., **Jimmie D. Gober,** 33⅓% KOBE and **Robert W. Tobey,** 50% KOTS and 33⅓% KOBE. Announced May 15.

KUGN Eugene, Ore.—Seeks relinquishment of control of licensee corporation by **C. O. Fisher** through gift (32%) to his sister **Jane Fisher,** the Fishers also own **KBZY Salem, KUMA Pendleton,** both Ore. Announced May 15.

KNIT Abilene, Tex.—Seeks assignment of license from **Howard Barrett** and **Robert H. Nash** to **Key City Bcstrs. Inc.** for $25,000. New partner will be **John Mingus** and **R. Frank Junell.** Mr. Junell, 75% **KEDY-TV Big Spring, Tex.,** and Mr. Mingus, manager **KPAT Pampa, Tex.** become equal partners with Messrs. Nash and Barrett. Announced May 14.

KRWS Post, Tex.—Seeks assignment of license from **KRWS Bcstrs.** to **Wallace Simpson** for $1,000. Mr. Simpson, present 75% owner, will be sole owner. Announced May 15.

COLORCASTING

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Colorcasting cancelled for summer.

NBC-TV

May 20-24, 27-29 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

May 20-24, 27-29 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

May 20 (8-8:30 p.m.) *Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

May 20 (9-10 p.m.) *Washington Square,* Helene Curtis through Earle Ludgin and Royal-McBee Corp. through Young & Rubicam.

May 21, 28 (8-8:30 p.m.) *Arthur Murray Party,* Speidel through Norman, Craig & Kummel and Purex through Edward H. Weiss & Co.

May 22, 24 (7:30-7:45 p.m.) *Xavier Cugat Show,* sustaining.

May 22, 29 (8-8:30 p.m.) *Masquerade Party,* participating sponsors.

May 22, 29 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

May 23 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

May 24 (8:30-9 p.m.) *Life of Riley,* Gulf through Young & Rubicam.

May 25 (8-9 p.m.) *Perry Como Show,* participating sponsors.

May 26 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber through Young & Rubicam.

May 27 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

May 27 (8-9:30 p.m.) *Producers' Showcase,* RCA and Whirlpool through Kenyon & Eckhardt and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

Other Actions . . .

BROADCAST ACTIONS
By the Commission

KTVI (TV) St. Louis, Mo.—Extended special temporary authority to operate on ch. 2 until Feb. 1, 1959, or until final decision is rendered by Commission in comparative hearing to be held on applications for ch. 2, St. Louis, whichever is earlier. The Com. Mack abstained from voting.

FCC denied petition by **WHP-TV Harrisburg, Pa.,** for preliminary order staying or setting aside May 2 grant of special temporary authority to **Lebanon Television Corp.** for operation of **WLBR-TV Lebanon, Pa.** Com. Doerfer absent.

The Commission granted protest and petition for reconsideration filed by **WNOK-TV Columbia, S. C.,** to extent of designating for hearing application of **Georgia-Carolina Bcstg. Co.** for change in transmitter site of **WJBF (TV) Augusta, Ga.,** to a point near Beech Island, S. C., about 10 miles southeast of present site, increase ant. height from 610 to 1370 ft., and make changes in ant. system but denied request for stay of March 20 grant of WJBF application. Com. Doerfer absent.

The Commission granted petition by **WNET Providence, R. I.,** to withdraw its exceptions and motion for remand, dismissed same, and adopted, with language change, an initial decision and affirmed grant of applications of **Cherry & Webb Bstg. Co.** for new tv station **WPRO-TV** to operate on ch. 12 in Providence, R. I., and for special temporary authority; terminated proceeding in Docket 8737. Commissioner Bartley abstained from voting.

The Commission made effective immediately a supplemental initial decision, as modified, and granted application of Community Bcstg. Service Inc., for renewal of license of station **WWBZ Vineland, N. J.**

The Commission granted petition by its Broad-

Western Major Market
$75,000.00
Excellent daytime facility covering an outstanding western major market. $30,000 down, balance payable over five years.

Pennsylvania
$60,000.00
Single station market. Excellent buy for aggressive owner-operator. $18,000 cash will handle.

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cast Bureau for extension of time from May 15 to May 22 to file memorandum briefs in proceeding on application of **The Spartan Radiocasting Co.** for mod. of **WSPA-TV Spartanburg, S. C.**

By Hearing Examiner Millard F. French

WBEL Beloit, Wis.—Granted motion to cancel prehearing conference scheduled for May 7 and for continuance of hearing on its am application from May 15 to May 21; exchange of exhibits shall be made on May 14.

By Hearing Examiner Annie Neal Huntting

Upon agreement of all parties in proceeding on applications of **Palm Springs Translator Stations Inc., Palm Springs, Calif.**, for cps for new tv translator stations, ordered that prehearing conference is rescheduled for May 17 and hearing, now scheduled for May 15, is continued without date.

PETITIONS

KNUJ New Ulm, Minn.—Petition requesting amendment of sec. 3.606 by the issuance of notice of proposed rule making so as to delete ch. 12 from **Brainerd, Minn.**, and assign same to **Mankato, Minn.**

WNDU-TV South Bend, Ind.—Petition requesting amendment of sec. 3.606 so as to substitute ch. 75 for ch. 16 presently allocated to **Aurora, Ill.**, and to add ch. 16 to South Bend.

PETITIONS DENIED OR DISMISSED

WTVI-TV Fort Pierce, Fla.—Petition to amend sec. 3.606 (b), rules governing television broadcast stations (Fort Pierce, Fla., Tampa-St. Petersburg, Fla.) so as to reallocate vhf ch. 3 to Fort Pierce from Tampa-St. Petersburg, Fla., reserved for educational use. It is further requested that order to show cause why construction permit for WTVI Fort Pierce should not be modified to specify ch. 3, be issued to petitioner. Denied by memorandum opinion and order April 17.

Cape Girardeau Television Co., Cape Girardeau, Mo.—Petition to amend sec 3.606 by instituting rule making so as to add ch. 2 to Cape Girardeau. Denied by memorandum opinion and order April 24.

Hearing Cases . . .

INITIAL DECISIONS

Slaton, Tex. — **Hearing Examiner Hugh B. Hutchison** issued initial decision looking toward grant of application of **Star of the Plains Bcstg. Co.** for new am station on 1050 kc, 250 w, D, in Slaton, and denial of application of **Plainview Radio** for a new am station on same frequency with 1 kw, D, DA, in Plainview, Tex.

COMMISSION INSTRUCTIONS

The Commission on May 15 directed preparation of a document looking toward grant of application of **San Francisco-Oakland Television Inc.**, for new tv station to operate on ch. 2 in Oakland, Calif., and denial of competing applications of **Channel Two Inc.**, and **Television East Bay.**

Routine Roundup . . .

BROADCAST ACTIONS

Broadcast Bureau

Actions of May 10

Following granted licenses for tv stations: **KVEC-TV San Luis Obispo, Calif.; WGEM-TV Quincy, Ill.; WAPA-TV San Juan, P. R.; KGW-TV Portland, Ore.; WHIZ-TV Zanesville, Ohio; WLOS-TV Asheville, N. C.; WWTV (TV) Cadillac, Mich.; WJHL-TV Johnson City, Tenn.**

WTVN-TV Columbus, Ohio—Granted license covering changes facilities of tv station.

KPTV Portland, Ore.—Granted license covering changes facilities of tv station.

KXLF-TV Butte, Mont.—Granted license covering cp for changes facilities of tv station.

WRFC Athens, Ga.—Granted license covering increase D power from 1 kw to 5 kw and install new trans.

KAMD—Camden, Ark.—Granted license covering change frequency, increase power and install new trans. DA-N; change ant.-trans. location and operate trans. by remote control while employing non-DA; conditions.

KFOX Long Beach, Calif.—Granted cp to change ant.-trans. location; make changes in ant. (increase height) and ground system and operate trans. by remote control; conditions.

KFJZ Fort Worth, Tex.—Granted cp to change ant.-trans. location.

WTTW (TV) Chicago, Ill.—Granted mod. of cp to change ERP to vis. 275 kw, aur. 141 kw, ant. 590 ft., change type trans. and specify studio location.

KPLC-TV Lake Charles, La.—Granted mod. of cp to change type ant.-trans.

WBUZ Fredonia, N. Y.—Granted mod. of cp to change trans. location; type trans., and specify studio location and remote control point.

KHSL-TV Chico, Calif.—Granted extension of completion date to 7-15-57.

Actions of May 9

WRVK Mount Vernon, Ky.—Granted license for am.

WFSC Franklin, N. C.—Granted license for am.

KNLR North Little Rock, Ark.—Granted license for am.

WFCR Fairfax, Va.—Granted license covering change in studio and ant.-trans. location, increase power, install new trans. and make changes in ant. system.

WAAM Baltimore, Md.—Granted extension of completion date to 12-5-57.

KTVC Ensign, Kan.—Granted extension of completion date to 10-1-57.

Actions of May 8

WCHK Canton, Ga.—Granted license for am station.

WBCA Bay Minette, Ala.—Granted license for am station.

WMPL Hancock, Mich.—Granted license for am station.

KCOB Newton, Iowa—Granted license covering increase power to 1 kw, change from employing directional ant. to non-directional using SW tower of present directional array (DA-D to non-DA) and installation new trans.

WCME Brunswick, Me.—Granted license covering change power, install new trans. and make changes in ant. system.

WRTA Altoona, Pa.—Granted license covering change in ant.-trans. location and change ant. system.

WANA Anniston, Ala.—Granted license to cover cp as modified to change ant-trans. and studio location, make changes in ant. system.

WCHF Chippewa Falls, Wis.—Granted license covering increase power and install new trans.

WFMQ, WFMX, WTMH Hartford, Conn., New York, N. Y. and **Providence, R. I.**—Granted mod. of licenses and cps to change name to Concert Network, Inc.

The following were granted extensions of completion dates as shown: **KGU Honolulu, Hawaii** to 5-30-57, condition; **WJAR Morgantown, W. Va.** to 8-3-57, conditions; **KRBI St. Peter. Minn.** to 7-7-57, conditions.

Actions of May 7

WDAK-TV, KIM-72, KC-8138 Columbus, Ga.—Granted assignment of licenses to Martin Theatres of Georgia, Inc. (BALCT-46, BALTS-19, BALTP-29).

WSB-FM Atlanta, Ga.—Granted cp to change ERP to 48 kw, ant. height to 770 ft., and change ant. system.

The following were granted extensions of completion dates as shown: **KATT, Pittsburg, Calif.** to 5-31-57, conditions; **WTVS (TV) Detroit, Mich.** to 8-30-57; **WCBC-TV Anderson, Ind.** to 11-28-57; **WWEZ-TV New Orleans, La.** to 11-26-57; **WTAP Parkersburg, W. Va.** to 9-1-57; **WFRV-TV Green Bay, Wis.** to 8-31.57

Actions of May 6

KOSI Aurora, Colo.—Granted license covering

continues on page 106

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 5

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57); McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

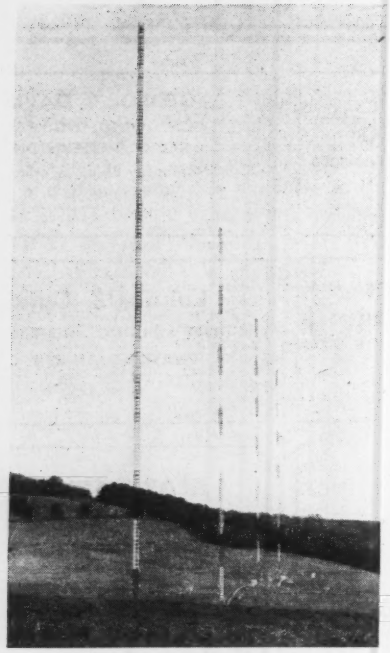
IN HEARING: 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Ponce P. R., ch. 7.

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Miami, ch. 10.



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CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted

Management

Growing eastern chain needs assistant managers immediately. Prefer someone who is presently a chief announcer, program director or salesman with announcing background. All applicants must be married, must have car, must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion to manager assured eventually. Send tape, resume and photo to Box 590G, B•T.

General manager wanted for metropolitan market. Must have sound sales experience in smaller market. Ambitious for advancement. Write Box 761G, B•T.

Sales

Northeastern Ohio, substantial market. Unusual opportunity for a young experienced salesman to take over protected and lucrative account list. Should earn $9,000 first year. Top guarantee and draw. Assured future for the right man. Send complete resume and references. Box 485G, B•T.

Young man, experienced and dependable. Great opportunity in southwest's ideal climate. Salary and commissions. Box 653G, B•T.

Salesman who is interested in top money, working for number one station in market. Northwest Florida. Box 733G, B•T.

If you are between 25 and 30 with a year's sales experience. We have an unusual opportunity to insure your present and future. Unique chance. Write Box 735G, B•T.

Sales manager for growing local news and popular music 1000 watt independent. Guarantee and commission. KGEN, Tulare, California.

Salesman wanted for WALY, music and news in Herkimer-Ilion, New York. $90 week salary or 15% whichever is greater. Must have proven record of sales. Contact Mr. Adelman at Palmer House Hotel, Herkimer, New York, or Mr. Whitmire at WLLY, Broad Grace Arcade, Richmond, Virginia.

Excellent opportunity for two real radio salesmen for a 1000 watt station in Taylorville, Illinois. Two of our men have been transferred to our 5kw operation in Miami, Florida. Organization has east coast 50,000 watt and midwest tv pending FCC action. $100.00 salary per week plus 5% commission. Send replies to Roger Moyer, WTIM, Taylorville, Illinois. No telephone calls please!

Announcers

Experienced girl disc jockey. Only top talent need apply. Send tape, resume and photo to Box 461G, B•T.

Combo man with first phone . . . emphasis on announcing. Addition to staff. 40 hour week. Salary commensurate with ability. Send tape which will be returned. Box 599G, B•T.

First phone combination. No maintenance. Emphasis on announcing. Music and news station. Southwest. Healthy climate. Box 654G, B•T.

DJ. Must know his records, and be able to sell on the air. Give complete resume of previous experience, salary expected, when available and enclose snapshot. Don't send tape until requested. All replies confidential. Box 677G, B•T.

Virginia station needs combo man with 1st class ticket. Experience unimportant. Box 690G, B•T.

$160 a week for DJ—with flowing conversational delivery (breezy and informal)—sportscast pace. Adept at reading album liner-notes. Wanted by midwest—Great Lakes area station. Box 692G, B•T.

Openings for personality DJ, versatile newsman, and salesman. Texas Gulf Coast medium market. Box 702G, B•T.

Wisconsin news, music station wants first ticket combo man. Box 716G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer. With or without first phone. Good money, living, working conditions in northwest Florida. Box 732G,B•T.

Good announcer that can do sports and wants to become program director with progressive organization. Box 759G, B•T.

First phone combo strong on announcing. If you want a permanent position. . . . chance for advancement . . . friendly midwestern neighbors . . . amiable fellow employees . . . new building to work in . . . good salary . . . wire immediately . . . KCIM, Carroll, Iowa.

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-AM-TV, Kalispell, Montana.

Wanted immediately, combo man with FCC first class license. Contact Radio KNGS, P.O. Box 620, Hanford, California. All replies confidential.

Tampa's leading radio station needs a top personality DJ. Up-tempo, enthusiastic, sincere! Must be production-conscious—not afraid of work with a future, with Tampa's most influential radio station—Radio Tampa—WALT. Send audition, background and photo to WALT, Tampa, Florida.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word *$2.00 minimum*
- HELP WANTED 25¢ per word *$2.00 minimum*
- All other classifications 30¢ per word *$4.00 minimum*
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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Good opening with good future for the right men. Solid background in radio plus voice and ability. Send tape, resume, photo to Reid G. Chapman, WANE-Radio Fort Wayne, Indiana.

Staff announcer. We need another man with a few years experience. Pleasant living conditions, congenial staff. Must read news with authority, operate board. Salary open. Contact G. P. Richards, WCEM, Cambridge, Maryland.

Top DJ's—position now available with music station. Send tape, photo and resume to WDVH, Gainesville, Florida.

Production-announcer, with sales ability preferred, to grow with western Michigan's outstanding network station. Need tape, photo, resume, etc., and indication of starting salary. Arch Shawd, WKBZ, Muskegon.

Experienced announcer interested in stable position and strong radio organization. Good starting salary. Send tape and resume. WRFD, Worthington, Ohio.

RADIO

Help Wanted—(Cont'd)

Announcers

WTAC, Flint's (Michigan's second market) number one rated station, wants a fast paced DJ immediately—do news and hard sell commercials. Send full resume and tape. (Tape returned promptly.) Attention: Dick Kline, WTAC, The Big Station Inc., P. O. Box 929, Flint, Michigan.

Need assistance? No fee unless placed. Nationwide Placement Service, P. O. Box 8585, Jacksonville 11, Florida.

Technical

Two first class engineers, no announcing. Excellent working conditions. Salary commensurate with experience. Permanent positions. Immediate opening. Central Pennsylvania. Box 626G, B•T.

Midwest daytimer looking for experienced engineer-announcer capable of taking over chief's duties. Limited announcing shift, repair, and maintenance. Salary open dependent upon ability and experience. Send resume and photo. Box 687G, B•T.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

Engineer, $60, 40 hours. Experience unnecessary. WGTC, Greenville, N. C.

Engineer, first class license. Experienced transmitter and control room. WIBX, Utica, N. Y.

Television engineer. Immediate opening for experienced studio engineer with first phone. Contact Chief Engineer, WKNO-TV, 268 Jefferson, Memphis, Tenn.

Wanted immediately, experienced, first phone engineer, no announcing, 5 kw directional. Contact H. W. Jackson, C. E., WMMN, Fairmont, West Virginia.

3 engineers by June 15th. 1 year studio or transmitter maintenance experience, first phone license. Pay $5,100, with excellent vacation, retirement, sick leave and other public school employment benefits. Contact immediately, Herb Evans, WTHS-TV-FM, 1410 N.E. 2nd Ave., Miami, Florida.

Excellent opportunity for engineer-announcer. 1 kw daytimer. Good pay and working conditions, 40 hours. Contact WTUX Wilmington, Delaware.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Three engineers, first phone, fulltime or parttime for expanding radio-tv chain. Opportunity for advancement for the right man with or without experience. Apply Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Programming-Production, Others

Program director-office manager. White man, 23-33, experienced copy-traffic production. Negro programmed stations—choice of 2 southern cities. Excellent opportunity for advancement. Send resume, photo. Box 538G, B•T.

Radio continuity director for midwest station. Prefer woman. Salary and working conditions good. Aggressive operation with good future. Send resume and photo. Box 711G, B•T.

Radio copywriter wanted by top southwestern station. Must be professional. Box 753G, B•T.

Girl continuity writer needed at Radio KCOL, in cool, colorful Fort Collins, Colorado.

Confidential inquiry? No fee unless placed. Nationwide Placement Service, P. O. Box 8585, Jacksonville 11, Florida.

NO MATTER HOW you look at it, a classified ad on this page is your best bet in getting top-flight personnel

ADVERTISING AGENCY

Help Wanted

Ad agency, main office Long Beach, looking for very special girl. Radio-tv commercial writer with station background, to start immediately as junior copywriter. $325 to start—sky's the limit! Personal interview required. Alexander Bailey Adv., 1641 American Avenue, Long Beach, California. HEmlock 2-0505.

Situations Wanted

Management

General manager, age 32. Primarily a salesman, with energy and know-how to build business and a competent sales force. Good with personnel and programming. Box 701G, B•T.

Thoroughly experienced all phases. Sales back ground, eleven years. Experienced sales manager. Good record, top references. Stable. Can make you money as manager, sales manager. Box 704G, B•T.

Young assistant manager desires chance to manage. Now employed at number 1 station in metropolitan market. Experienced all phases. 1st class license. Family man. Current salary $7,200. Box 757G, B•T.

Sales

Salesman who can double as PD or top play-by-play sportscaster. 9 years experience. Seek permanent change to established operation or CP. Prefer N.Y.-Jersey-Conn. or Miami. Family. B.F.A. tapes. References. All inquiries promptly answered. Box 628G, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 523G, B•T.

Girl-personality, DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 524G, B•T.

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821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name _____

Address _____

City _____ State _____

RADIO

Situations Wanted—(Cont'd)

Announcers

Negro DJ, versatile, all phases. Good board operator, travel. Box 572G, B•T.

Attention Florida and southwest. Employed family man with MA, equally strong news-DJ, seeks permanent radio position with progressive station. Major market experience. $150.00 week minimum. Box 611G, B•T.

Morning show—experienced two man personality program. Combine humor, patter, music with a program that sells. Money not primary objective—wish to become part of, and grow with progressive organization. Experience small, medium and large markets. Tape, pictures, and resume sent upon request. Box 661G, B•T.

Sportscaster, veteran 12 years radio—television. Excellent play-by-play, sports show, special events, news. Looking for good sports station. Top references. Minimum $150. Box 666G, B•T.

Announcer: Experienced play-by-play. Newsman. Top 40 deejay. Married. Advancement wanted. Box 669G, B•T.

Announcer—consider all offers—10 years staff, sports, disc jockey. Box 683G, B•T.

Announcer—1st phone. Eight years experience, all phases of radio. Want security-advancement, pleasant working and living conditions. Non drinker. Box 700G, B•T.

Top Canadian commercial announcer seeking position in California. Twelve years experience American and Canadian radio. Personal interview in June. Box 703G, B•T.

Morning personality—3 years experience, radio school trained, 2 years college, 27, single. Desire 100 miles of N.Y.C. Box 705G, B•T.

Staff announcer, 10 years experience music, news, net operation. Good production, Gates, RCA console. Desires permanent Florida position. Married, dependable. Box 706G, B•T.

Announcer-engineer. Experienced. Wisconsin, Minnesota, northeast Iowa. Will take chief engineer job if station is non-directional. Can assemble new station. Box 707G, B•T.

Announcer-engineer first . . . California location. Nine years present northwest employment. Tape will convince. $125 minimum. Box 709G, B•T.

Draft exempt young man with two years of diversified radio experience wishes more opportunity. Good news, music, sports, and continuity. Write Box 712G, B•T.

DJ, three years experience, good commercial, knows music. Family. Box 715G, B•T.

Play-by-play, staff, 3 years experience. Northeast or midwest. $80 minimum, air check. Box 720G, B•T.

DJ, experienced . . . married, draft exempt. If you want an audience sold and entertained . . . try me . . . available now. Box 721G, B•T.

Florida! Announcer-salesman prefer limited selling. Vet-single, 2 years Florida. Professional baseball. No snowbird. Box 722G, B•T.

Light experience, commercial voice, good DJ, news, sports, board, tape. Box 723G, B•T.

Experienced Sports director available June first, desires top midwest or eastern market. Box 727G, B•T.

Baseball announcer desiring permanent connection. University graduate, single, top references. Box 728G, B•T.

Smooth, aggressive deejay. Emphasis on production—know music. Hard punch commercials. Air tape and best references. Answer all American and east Canadian replies. Box 731G, B•T.

A real country DJ. Play, sing, write jingles. Different. Good references, five years experience. Consider tv. North or South Carolina. Box 737G, B•T.

Looking for a versatile first class engineer-announcer? Want a good Girl Friday? Together we have the knowledge, experience, energy, and imagination to program and produce salesable radio. Excellent references. 4-6848, Orlando, Florida. Write Box 738G, B•T.

Announcer-copywriter, 2 years, presently employed, married, 23. Will travel. Box 739G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sports director. 12 years experience tv-radio play-by-play. Top national-local sports. Preparation and presentation. Want good offer, good station. Permanent. Box 741G, B•T.

Combo man, 1st phone, 23, married wants location in eastern midwest. Edward Graham, 4629 Sunset Blvd. Los Angeles 27, California.

Bernie Bond (WKCR-FM, N. Y.) will be available for summer DJ announcer position June through September. Bernie Bond, 447 Fort Washington Avenue, New York 33, New York.

PD-DJ-announcer with 2½ years combo wants summer work. Writes copy, news. Any station anywhere. Tape, photo, references on request. R. H. Baker, Carleton College, Northfield, Minnesota.

Experienced morning man ten years veteran with Peewee King's Band, available due unusual circumstances. Two years dependable service here. Excellent air salesman. Tops in country-western, pops, religious categories. Glad to recommend him to you. Contact Station Manager, WTYN, Tryon, North Carolina.

Staff announcer. Prefer popular music. Immediate. Clarksburg, West Virginia. MA 3-2684.

Mr. Manager! We send good men. Nationwide Placement Service, P. O. Box 8585, Jacksonville 11, Florida.

Programming-Production, Others

Employed copywriter wants to relocate in Rockies, southwest, midwest. Radio or small agency. Broadcast school trained. Best references. Stations with financial trouble, and, or high employee turnover, needn't reply. This guy wants a permanent home. Box 710G, B•T.

Featured newscaster, deejay and commercial announcer, with 12 years experience (9 with present employer) desires position in Florida or nearby state. Have permanent America visa and can leave Canada on short notice. In my 30's and unattached. Have some teevee experience. Make me an offer. Will send further details and photo on request. Box 714G, B•T.

Farm director, excellent background and experience in radio, tv. Degree in speech, radio, tv. Available September 15, personal brochure upon request. Box 719G, B•T.

Stymied? Get a copy guy with original ideas. Radio-Tv. Box 729G, B•T.

Six years all phases announcing and programming. One year sales. Box 740G, B•T.

Experienced women's director, some tv. Versatile, strong sell, community relations—well versed other station functions. Wishes to relocate with progressive organization, larger market. Professional growth potential important. Box 742G, B•T.

TELEVISION

Help Wanted

Management

Television sales manager. Immediate opportunity for experienced salesman with established western Pennsylvania CBS-TV affiliate. All replies confidential. Box 675G, B•T.

Sales manager with energy and ideas can go far in this job with vhf in rich southwest market. Box 749G, B•T.

Sales

Tv salesman wanted: Top-rated network vhf station in medium sized midwest market. Experienced only. $500 per month draw against liberal commission. Present staff aware of this ad, address Box 520G, B•T.

Hard-working commercial manager for established vhf station in one of Texas' fastest growing markets. Box 750G, B•T.

TELEVISION

Help Wanted

Announcers

Announcer for staff midwest television station. Tv experience not necessary must have radio background. Send photo, full resume, minimum salary requirement, Box 708G, B•T.

Television-radio announcer with quality voice, pleasing appearance and ability to sell product. Texas stations. Box 748G, B•T.

Producer-announcer with ideas, energy. Texas station. Box 752G, B•T.

Need assistance? No fee unless placed. Nationwide Placement Service, P. O. Box 8585, Jacksonville 11, Florida.

Technical

Chief engineer—immediate opening for qualified man strong on maintenance. Capable operating economically at successful small market station. Present chief joining manufacturer as developmental engineer. GE equipment, maximum power, channel vhf. Contact Walter Windsor, General Manager, KCMC-TV Texarkana, Texas.

Programming-Production, Others

Award-winning midwest television newsroom looking for radio or television newsman. Must be good beat man. Box 651G, B•T.

Tv continuity director. Experienced, qualified man or woman, for dominant vhf station in one of top 25 markets. Box 725G, B•T.

Director-announcer with dependability and originality. Must be able to switch. Box 746G, B•T.

Film editor with good background. Texas vhf. Box 747G, B•T.

Continuity writer, television-radio experience. Must be able to turn out copy with speed, imagination. Box 751G, B•T.

Stations Wanted

Management

Sales manager—highly experienced senior salesman with best tv representative. 10 years experience, middle 30's, outstanding references. Wants change to vhf top market station. Must have incentive plan. Wish firm with public service and profits as goal. Box 743G, B•T.

Sales

Creative, aggressive assistant sales manager. Strong on tv production, programming. Box 730G, B•T.

Announcers

News, weather, commercials, special events. Seven years with present employer. Box 724G, B•T.

Announcer—writer—producer—director. College grad., married—family. Major tv & radio—good voice and appearance. Creative—pleasantly aggressive. Box 758G, B•T.

Presently employed. College degree. Radio experience. Jordan, 2819 Clybourn, Chicago.

Technical

Chief engineer, 9 years experience in tv station planning, station construction, equipment design, personnel recruitment and training, procedures any systems developments. For details contact Box 563G, B•T.

1st phone, 10 years experience at same station in radio, presently employed, seeks relocation in Florida in television. Box 618G, B•T.

South—midsouth only: 9 years tv broadcast experience. Technical, some directing. Would like technical supervision, production manager or director. Box 630G, B•T.

Programming-Production, Others

Director. Experienced. Can do own switching. Any growing **market. Details on request. Box** 542G, B•T.

Program director, production manager, director wishes to relocate with tv station. Not interested in radio with pictures, family, college graduate. Box 636G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Director, 4 years experience. 7 years radio-tv announcing, 31, mature, B.A. degree. Permanent. Box 662G, B•T.

I am on the picture side of television and advertising. Do you need a man with background in art and photography? Eleven years experience includes work as television production supervisor, radio promotion manager, industrial motion picture photographer, free-lance photographer. Seeking employment with television station, advertising agency, film company, or industrial firm. Desire to do creative work with a modern progressive organization. Box 736G, B•T.

FOR SALE

Stations

One kw daytimer, large metropolitan market, middle Atlantic area. No brokers. Real estate optional. Box 756G, B•T.

Oregon, quarter kilowatt network. $58,000.00, with terms. Exclusive. Wilt Gunzendorfer and Associates, 8630 W. Olympic Blvd., Los Angeles, Calif.

California 24 hour kilowatt metropolitan independent. Southern market. $225,000.00, with terms. Exclusive. Wilt Gundendorfer and Associates, 8630 West Olympic, Los Angeles, California.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

For Sale: One complete Gate R.C.M.-12 remote control unit, 2 years old, 2 racks and extra tubes. In operating condition. We are asking $1,800.00. Station KWNA, Winnemucca, Nevada.

Two Fairchild model 524 turntables with RMC A-16 arms, VL-1D cartridges, EL 2B equalizers. One Rek-O-Kut turntable, G-2. One GE equalized transcription preamp, model BA- 3-A. Two GE photo preamp UPX-003. Two Pickering PC163A equalizers. Cannon type P-3 connectors. GE and Pickering cartridges. Contact WDOE, Dunkirk, New York.

200 foot self-supporting CN Blaw Knox tower. Six years old. $3,000 standing. $3,500 dismantled. F.O.B. Baltimore. Available September or October. WWIN, Baltimore, Maryland.

New RCA 5820 deflection yoke, focus coil and alignment coil. Cost over $200.00. Will sell for $95.00. Ben Farmer, 331 14th Street, Wilmette, Ill.

Complete DuMont camera chain. Pickup control and monitor. Portable sync generator. Pedestal dolly, 90mm, 50mm, and 135mm lens. Also tripod and tracking dolly, miscellaneous lights, mike boom and film editing equipment. Sound projector. All excellent condition. Very reasonably priced. Can be seen in Washington, D.C. Contact W. A. Sawyer, Northwest Schools, 1221 N.W. 21st, Portland, Oregon. Phone CApitol 3-7246.

Vidicon camera for sale, RCA "tv eye" camera, type HC-1' with control box and all tubes in good working condition. Cost $1,100; will sell for $500. Keegan Technical Institute, P. O. Box 5, Memphis, Tennessee.

Fm antennas: Two Andrews 4-bay antennas; 600' 3⅛" coax.; 500' 1⅝" coax.; 200' coax.; two RCA isacouplers; two RCA KB-2C microphones; one Shure 556 microphone. Fm transmitters; one 10 kw; three 3 kw, one 1 kw. REL 646 fm receiver. Box 221, Lebanon, Tennessee.

HOW TO ENTER BROADCASTING ON YOUR OWN

In the first place, of course a dream doesn't constitute a down payment.

But if you have a reasonable amount of investment capital and a successful record in broadcasting or related fields, there may be an opportunity for you to become an owner.

For broadcasting is big and little business and everything in between.

We pride ourselves on being as conscientious about the small investor or buyer as we are about the larger ones.

Buying or selling—big or small —we will be happy to talk with you.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

WANTED TO BUY

Stations

Midwestern station. No brokers Over 25,000 city population. $50,000 down. Owner will operate. quirement, Box 708G, B•T.

Private sales and independent appraisals. Serving the Southwest and Intermountain regions. Ralph Erwin. Licensed Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

250 to 3kw fm transmitter, Collins ring antenna, 200 ft. coax, 150 feet self-supporting tower with lighting equipment, Frequency and modulation monitor, program limiter, studio consolette. State description, condition and best price. Box 615G, B•T.

Wanted—one or two RCA-73 series disc recording machines, with or without cutter heads. WINZ, Miami, Florida.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

WANTED

1. **Radio Program Director**
   (Must have top voice)
2. **Personality Radio-TV**
   Board Announcer
3. **Experienced newsman with voice**
   Will pay on your ability

Send tape, and complete details

KVOS-AM-TV
Bellingham, Washington

Salesmen

RADIO SALES

Wonderful opportunity in Florida's second market. Hard-hitting CBS station has immediate opening for experienced salesman, 30 or under. Guarantee against commission. Contact:

Bill Goodwin
WMBR-Radio
Jacksonville, Florida

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED:

A Really Good Announcer

In 10 years at the seven Richard F. Lewis, Jr. Radio Stations only one person has quit (6 have left to build their own stations) proof that this is a fine opportunity for you. Starting pay is $125.00 per week, with added opportunity to earn 15% on sales and service. Moving expenses paid. If you are truly a superb-experienced announcer, far above the average and like the work please send your tape to:

Dick Lewis,
Drawer 605
Winchester, Virginia

Technical

CHIEF ENGINEER WANTED

5000 watt California radio station is looking for dependable, energetic chief engineer. Prefer one with substantial installation experience both AM and FM. Give age, experience, references and picture.

Box 713G, B•T

"HIGH POWER" ENGINEER

Excellent opportunity for experienced engineer in the 50 kw and higher range of power. Permanent. Chances for advancement. Good living conditions in small midwest city.

Send complete details and recent photo to Personnel Director, Gates Radio Company, Quincy, Illinois.

EXAMPLE——PRACTICAL TV TRAINING

Cherry Blossom Parade Covered By DC Students

This is a typical example of the practicality of ALL of Northwest's training programs. These students are actually doing a live remote from Washington's Cherry Blossom Parade. ALL Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For TOP TV people in all sections of the country, call John Birrel.

NORTHWEST
Television–Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . .
540 N. Michigan Avenue
DE 7-4504

WASHINGTON, D. C. . . . . .
1627 K Street N. W.
RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Management

OPEN LETTER TO ARTHUR HULL HAYES:

Congratulations! It took courage (and considerable know-how) to improve your radio network sales from a 40% to a 90% sold-out position in less than a year [B•T, May 6].

Here is another record on a smaller scale. Within the first year of my management of this metropolitan regional independent we had a 54% increase in gross revenue, a 35% increase in Pulse ratings, and more than a 500% increase in NET PROFIT. Now the station has been sold. New ownership occasions my immediate availability for a not-so-profitable property. Progress-building broadcasters will want details. The record will be substantiated by my former principal. (Note: My price-tag may be less than you think. Effective management is relatively very inexpensive!)

Write Box 745G, B•T

MANAGER
SALES MANAGER

20 Years Sales and Executive Background
Sales Manager 50kw NBC Station
Sales Manager 5kw CBS Station
Manager 5kw Independent
43 Years Old—College Education
Proven Record—Excellent References

BOX 754G, B•T

Announcers

TOP NEGRO DJ
"3-D LEE D"
Now Available

"Lee Dorris, is one of the greatest talents I have ever known. I regret that we had to part company because of a policy change."

Ernie Tannen
WILY—Gen. Mgr.

For tape or personal interview, photo, write, or wire, Lee Dorris, 320 Chalfant Street, Pittsburgh 10, Pennsylvania, Everglades 1-6004.

TELEVISION

Help Wanted

Management

NATIONAL TV SALES MANAGER WANTED FOR TWO TV STATIONS

Because of shift of responsibility, created by our expansion, Mid-America ABC-TV and NBC-TV stations, under the same management, need hard-hitting, experienced salesman. Chance of a lifetime for the right person. Send complete resume to:

Box 760G, B•T

Salesmen

TELEVISION SALES

Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible.

BOX 755G, B•T

WANTED IMMEDIATELY
TWO TV SALESMEN
REAL OPPORTUNITY

WTIC-TV

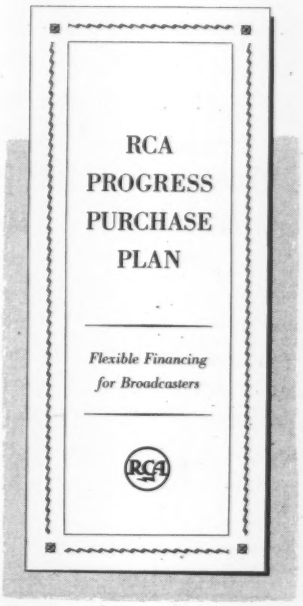
Channel 3
Hartford, Conn.

On the air September, 1957

Men with tv selling experience and proven record—preferably in New England or Northeastern United States. Write giving full background and picture to:

Walter C. Johnson
Vice President &
General Manager

Planning a Radio Station?



Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

FILM SUPERVISOR

National organization has need for Film Supervisor with director and cutter experience. Must have experience in field of motion pictures and television. Prefer staff experience with large motion picture company, particularly in short subject field. Must be willing to travel extensively. Salary commensurate with experience. Resumes reviewed promptly.

Box 717G, B•T

FOR SALE

Equipment

FOR SALE

Used Collins 20V, current Model 1 KW Transmitter, excellent condition. Trade-in on BC-5P, 5 KW Transmitter. Available for immediate shipment. Complete with one set of tubes and crystal, tuned to your frequency, $2,995.00. Wire or phone Robert W. Kuhl, Gates Radio Company, Quincy, Illinois. Phone BAldwin 2-8202.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

FOR SALE

Equipment

TV EQUIPMENT FOR SALE

1—DuMont 303A test oscilloscope 5" tube, illuminated scale, response 10 cycles to 10 mc.

1—DuMont 323 test oscilloscope 5" tube, illuminated scale, response 10 cycles to 10 mc, expanding variable notching feature.

In use about 18 months. In excellent working condition. Will consider any reasonable offer.

Station WDBJ-TV
P.O. Box 150
Roanoke, Virginia

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. N.W.
Washington, D. C.—RE 7-0343

FACTS ABOUT PEOPLE AND JOBS!
For Intelligent Answers About Jobs or People . . . When Problems Begin to Develop, Telephone, Write or Wire
HENRY SCHAPPER AGENCY
Personnel for the Communications Arts
22 West 46th Street
New York 36, New York
PLaza 7-2728
PAUL BARON
Director of Adv., Radio and TV
No advance registration fees

PROGRAM SERVICES

WHY LOOK FURTHER?
"GUESS THE LUCKY SECRET WORD"
Program is great.
Brochure on Request
THE HOLLINGSWORTH CO. ENTERPRISES, INC.
514 Hempstead Ave., West Hempstead, N. Y.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

FOR THE RECORD

continues from page 100

change facilities, install DA-N, new trans. for nighttime use and specify change in type of nighttime trans.; conditions.

WSB-TV Atlanta, Ga.—Granted cp to change ERP vis. to 97.7 kw aur. to 49 kw, change type trans. and anti. and make other equipment changes.

KPIK Colorado Springs, Colo.—Granted mod. of cp to change ant.-trans. location; change stu. location and operate trans by remote control.

WMPY Salisbury, Md.—Granted mod. of cp to make changes in ant. system, correct coordinates and change studio location; conditions.

May 13 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates: **KUMV-TV Williston, N. D.; WIMA-TV Lima, Ohio; WKRC-TV Cincinnati, Ohio.**

UPCOMING

May

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 20-21: Eighth annual Chicago Tribune Forum on Distribution and Advertising, WGN Audience Studio, Chicago.

May 20-22: Armed Forces Communications & Electronics Assn., Sheraton Park Hotel, Washington, D. C.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 23: United Press Broadcasters Assn. of Tenn., Andrew Jackson Hotel, Nashville.

May 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville, Tenn.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 25: United Press Broadcasters of Pennsylvania, Holiday Motel, Mechanicsburg, Pa.

May 25: California Associated Press Television and Radio Assn., Beverly Hilton Hotel, Beverly Hills, Calif.

May 25-26: Louisiana-Mississippi AP Broadcasters Assn., Holiday Inn Motel, Monroe, La.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.

June

June 4-6: National Community Tv Assn., Penn-Sheraton Hotel, Pittsburgh, Pa.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fountainebleau, Miami.

June 13-15: Florida Associated Press Broadcasters Assn., Balmoral Hotel, Bal Harbour, Fla.

June 14: Maine Radio & Tv Broadcasters Assn., Poland Spring House, Poland Spring, Me.

June 14-15: Maryland-D. C. Radio and Television Broadcasters Assn., Commander Hotel, Ocean City, Md.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 20: Federal Communications Bar Assn., luncheon, Washington Hotel, Washington.

June 20-21: Colorado Broadcasters Assn., Glenwood Springs, Colo.

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

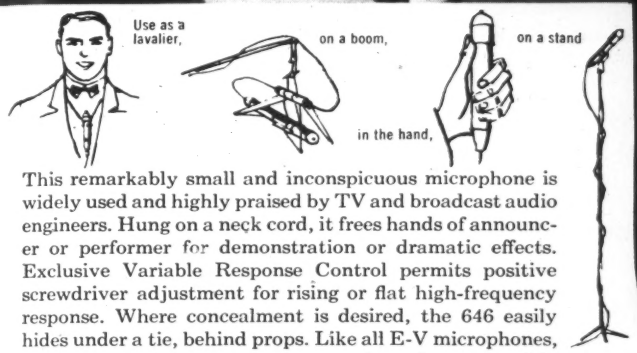
July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

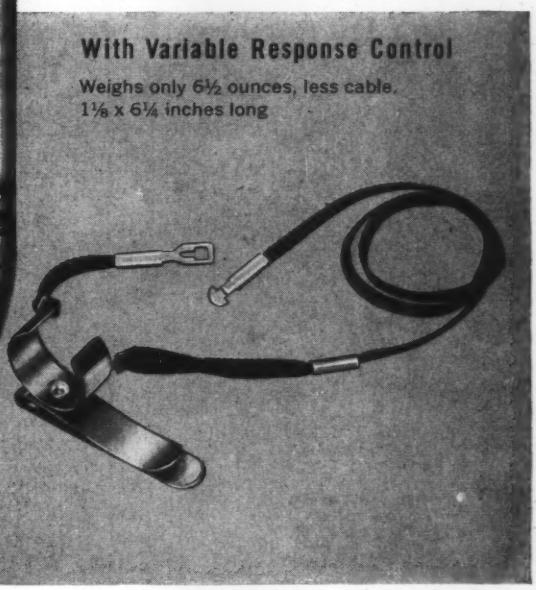
August

August 20-23: Western Electronic Show and Convention, San Francisco.

"Amazingly Versatile"...
That's What Audio Engineers Say About

The Electro-Voice Model 646 Omnidirectional Dynamic Lavalier Microphone





This remarkably small and inconspicuous microphone is widely used and highly praised by TV and broadcast audio engineers. Hung on a neck cord, it frees hands of announcer or performer for demonstration or dramatic effects. Exclusive Variable Response Control permits positive screwdriver adjustment for rising or flat high-frequency response. Where concealment is desired, the 646 easily hides under a tie, behind props. Like all E-V microphones, maintenance costs are extremely low. Indestructible Acoustalloy Diaphragm and all the other E-V quality features save you money. Frequency response: 50-10,000 cps —high frequency response, variable. Choice of 50, 150 or 250 ohms. Includes neck cord, clip and cable. List, $147.50.

Electro-Voice is the Major Supplier to the Broadcasting, Telecasting and Recording Industries. E-V Broadcast Microphones are Sold Only Through authorized Distributors.

E-V Model 655C
The World's finest T-V and Broadcast microphone

Model 655C, designed to be heard, not seen. It's the widest-range microphone in the world, encompassing the entire audio range and more. Easy to use, outstanding for single-mike pickup applications. Integral blast filter and Acoustalloy diaphragm. $200 List (less stand).

E-V Model 666 Variable "D" Cardioid—a triumph of electro-acoustics

Smallest and lightest of the cardioids, only 11oz., this widely used E-V mike features the exclusive, patented Variable D®. Variable D means artists can work twice as far away from the 666 as from conventional microphones, yet there is virtually no proximity effect—sound quality doesn't change as artists move in close. Internal wire screen prevents "popping." $255 List (less stand).

Model 665, for superb cardioid performance at a modest price, choose this quality microphone. It has a uniform cardioid pattern at all frequencies, permits close talking without bass accentuation, has blast filter and exclusive Acoustalloy diaphragm. $150 List (less stand).

Model 654, a low-cost, high-quality unit, is similar in design to the 655C. Essentially flat to 15,000 cps, it's fine for all-around use. $100 List (less stand).

Model 649 Lavalier, created for TV, is a small, slim omnidirectional unit providing smooth response and high output. Requires no closely-associated auxiliary equipment, can be worn on neck cord, hand-held or used on stand. Has E-V Acoustalloy diaphragm. $115 List.

E-V Model 635
—"Workhorse of the Industry"

Extremely rugged—engineered for group pick-up, sports, special events and mobile applications—indoors or outdoors. Low initial cost, lowest maintenance cost.$82 List (less stand).

Get ALL the Facts on E-V Professional Microphones.
Write for Catalog 120-BT75 TODAY.

Electro-Voice®

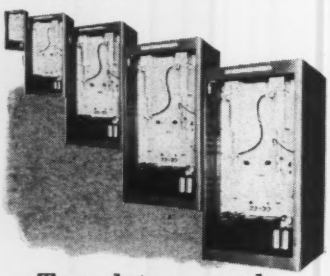
ELECTRO-VOICE, INC. • BUCHANAN, MICHIGAN

Export: 13 East 40th Street, New York 16, U.S.A. Cables: ARLAB

The TV market behind the hills...

...THE ONE YOU AREN'T COVERING

Many hill-hidden communities once in the "shadows" now enjoy bright, snow-free television through TV Translator service. Wherever gaps occur in your coverage, Adler's FCC-type-approved UST-10 Translator can provide power on the spot to expand your market. Investigate low-cost TV Translators now!



Translators reach into the "shadows!"

ADLER ELECTRONICS, INC.
NEW ROCHELLE, N. Y.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

C. Stuart Siebert Jr. and **Arnold M. Combrinck-Graham Jr.** promoted from account executives to vice president at Kenyon & Eckhardt, Chicago. **Louis J. Nicholaus,** account executive in Boston office of K&E, elected vice president.

◄ **Michael J. Donovan,** associate media director, Benton & Bowles, N. Y., elected vice president.

William H. Tirrell, formerly with Erwin Wasey & Co. and Hilton & Riggio, to Barbasol Co., as vice president in charge of marketing and merchandising.

Morton Hague, business manager, Henri, Hurst & McDonald, Chicago, elected vice president.

Kent Johnson, account executive with Lambert & Feasley, to Endorsements Inc., N. Y., as vice president in charge of administration.

Richard Ludewig and **Clement Haines,** account executives, Lamport, Fox, Prell & Dolk Inc., South Bend, Ind., elected vice presidents.

Marvin L. Grant, formerly vice president of now dissolved Dobin Adv. Agency, opens his own agency, M. L. Grant Inc., at 11 W. 42nd St., N. Y.

James P. Dwyer, vice president, William Jenkins Adv. Inc., Phila., to Gray & Rogers, same city.

Jean Carroll, for past seven years timebuyer-media coordinator at Sullivan, Stauffer, Colwell & Bayles, N. Y., to Los Angeles office of Compton Adv. as media director. She was timebuyer for Compton in New York for five years before going to SSC&B.

Kenneth W. Wenning, vice president-art director, Beauvais, Wenning & Zitso Inc., Lexington, Mass., resigns to devote full time to freelance art and entertainment field. **Robert D. Wallace** named acting art director.

Andy Potter, formerly with Calkins & Holden, to Reach, McClinton & Co., L. A., as radio-tv supervisor and account executive.

Douglass Coady, formerly merchandising specialist, tv division of Hotpoint Inc., Chicago, to Reach, McClinton & Co., same city, as account executive.

Edwin J. Benedict, account supevisor at J. M. Mathes Inc., and **John F. McManus,** with Zimmer, Keller & Calvert, Detroit, to account service group at Marschalk & Pratt, N. Y.

Frank Carvell, formerly with Benton & Bowles and Pedlar & Ryan, N. Y., to N. W. Ayer & Son, N. Y., as timebuyer.

Shannon Patrick LaFontaine, with his own sales promotion firm in Detroit, to purchasing and production manager, sales aid section, MacManus, John & Adams, Bloomfield Hills, Mich.

Robert Savage, formerly with Donahue & Coe and Maxon Inc., appointed service manager of John W. Shaw Adv. Inc., Chicago.

Cay Gibson, copywriter in sales promotion dept., Doyle Dane Bernbach, N. Y. appointed head of department, succeeding **Paul Kirshon,** who has moved to Lennen & Newell.

William J. Moore, NBC manager of program and facilities pricing, to Benton & Bowles, N. Y., as director of tv operations.

G. James Alaback, formerly manager of drafting and design for Hotpoint Co., Chicago, appointed director of engineering for Whirlpool Corp., St. Joseph Div.

Earl Timmons, assistant research director, Erwin, Wasey Co., to Stromberger, LaVene, McKenzie, L. A., as research director.

George H. Tagatz, veteran newspaper-magazine-public relations writer, appointed public relations director of Buchen Co., Chicago.

Cle Kinney, formerly art director for D'Arcy Adv., Biow Co. and Newell-Emmett Co., to Burke Dowling Adams Inc., N. Y., in same capacity.

Anthony R. Dambrauskas promoted from assistant service manager to national service manager of Hallicrafters Co. **Cletue A. Wiot** appointed director of personnel.

Frances E. Burns appointed advertising coordinator of Greyhound Corp., Chicago.

Joseph J. Trout, associate editor, *Progressive Grocer* magazine, to BBDO, N. Y., as grocery marketing specialist.

Frank Gosfield, with St. Louis office of Gardner Adv., to Marschalk & Pratt, N. Y., as radio-tv writer.

Kay Konrad, Philip Klein Adv. Inc., Phila., to Gray & Rogers, same city, on public relations staff.

Arthur R. Roberts Jr., formerly vice president and creative director of Christiansen Adv., Chicago, to copy department of Russel M. Seeds Co., same city.

Harold Drucker, formerly with Arthur B. Kaplan Co., to copy staff of Grey Adv., N. Y.

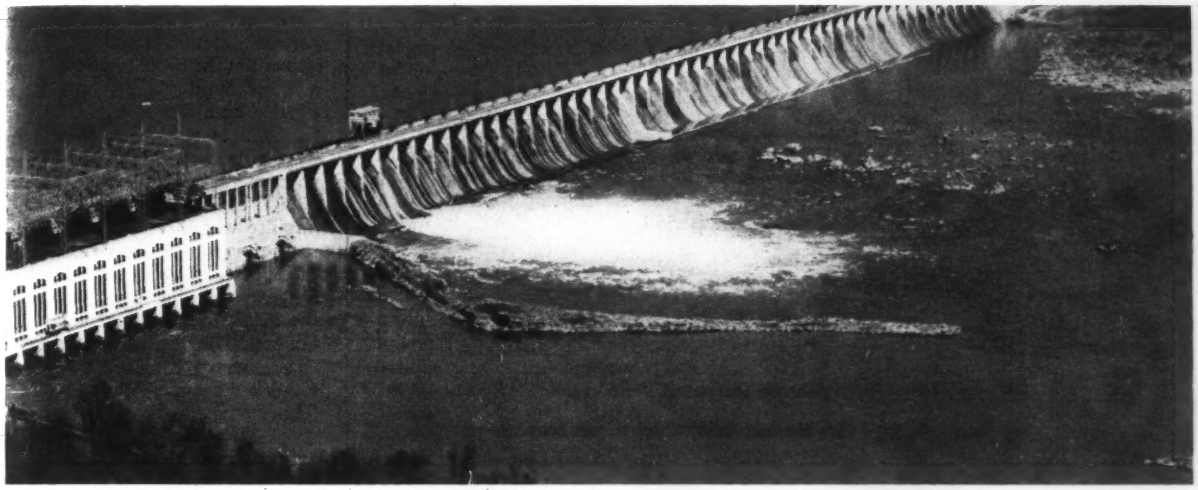
NETWORKS

Robert G. McKee, account executive, NBC Central Div., to ABC Central Div. as account executive in tv sales department. He replaces **James Duffy** named director of sales for ABC in Chicago.

William Cosmas from NBC Chicago guide staff to network's operations department as director.

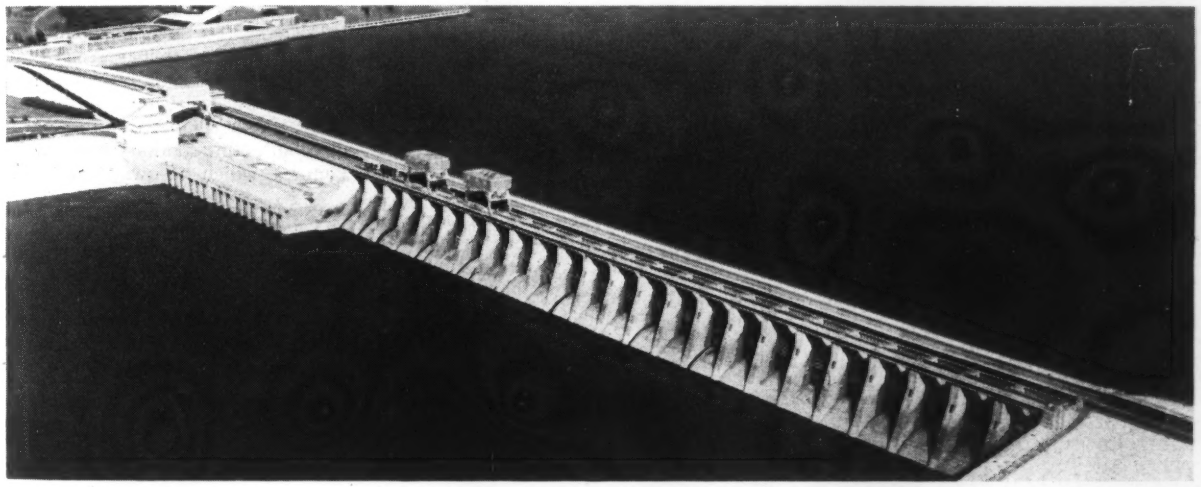
Paul Sullivan, WIP Philadelphia newscaster, assumes additional duties as MBS corre-

Why do customers of this power dam...



This power dam was built on the Susquehanna River near the Pennsylvania-Maryland border by the local independent electric light and power company at no cost to taxpayers.

have to help pay electric bills for customers of this one?



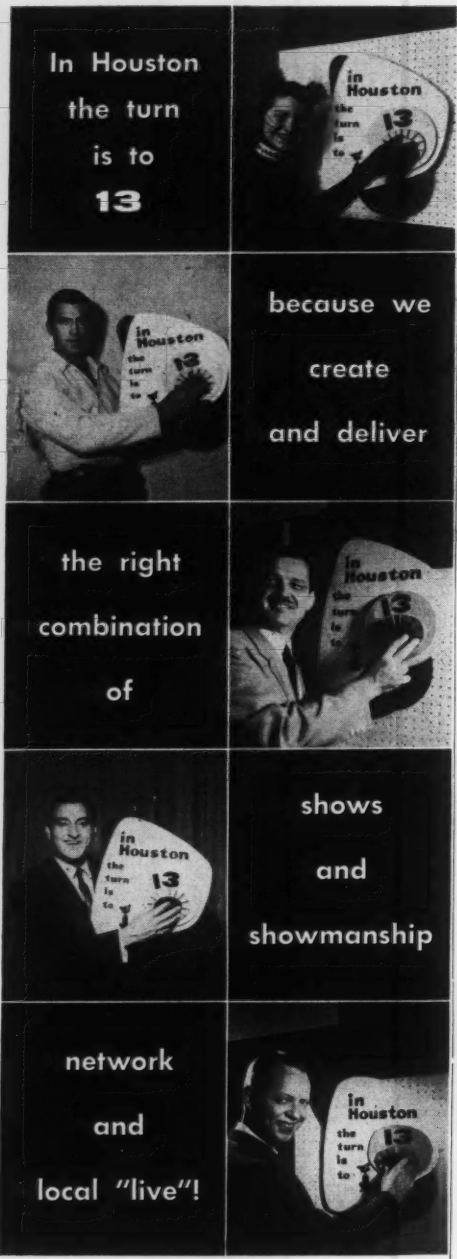
This TVA power dam was built on the Tennessee River near Paducah, Kentucky, by the federal government with millions of dollars that you and other citizens paid in taxes.

Your taxes help *build* federal government power plants like the one in the lower picture. And these plants *keep on* costing you money year after year. Here's how:

About 23¢ of every dollar you pay for electricity from your independent electric light and power company goes for taxes. But because of present tax laws, customers of federal power systems escape paying most of the taxes in *their* electric bills that you pay in *yours*. They pay taxes of only about 4¢ per dollar if their power comes from the federal government's TVA power system, for example. So to make up for the lost tax revenues which federal power projects *don't* pay, you have to be taxed *more*.

Is it fair for you to have to pay extra taxes like this for customers of federal government power systems? Shouldn't something be done about it? *America's Independent Electric Light and Power Companies**.

**Company names on request through this magazine*



HOUSTON'S
BEST BUY
KTRK-TV
CHANNEL
13

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

spondent in that city and **Henry Mustin,** formerly with WBAL Baltimore, appointed to network's Washington staff.

Brice Howard, producer of five-weekly *The American Government and the Pursuit of Happiness* for NBC's educational television project, named executive producer of project succeeding **David Lowe.** Mr. Lowe is on leave from network to produce full-hour "March of Medicine" color film.

Lee Cooley named producer and **Byron Paul** named director of *The Big Record,* new program on CBS-TV starting Sept. 18, Wed. 8-9 p.m. period.

Barrie D. Richardson, with Warner Bros., to CBS Radio press information, N. Y.

Lester Vail, producer-director of stage, radio and tv shows, joins creative development staff of **Robert Adams,** ABC-TV executive producer in Hollywood.

Jim Hurlbut, NBC Chicago commentator and member of NBC-TV *Zoo Parade* cast, receives honorary doctor of letters degree from Lincoln College, Lincoln, Ill., for his "contributions to American History."

Edward P. Morgan, ABC commentator, will receive honorary degree of Doctor of Letters at Whitman College's commencement June 2 in Walla Walla, Wash.

FILM

Lou Kravitz, account executive, and **Tom Ryan,** production manager, Fred A. Niles Productions, Chicago, elected vice presidents in charge of sales and production, respectively. **Jim Magee** transferred from Hollywood to Chicago office of company as creative director.

◄ **Fred R. Fink,** for past 10 years head of his own film production company, has been named general manager of Detroit office, Van Praag Productions Inc.

Jerry L. Sperling, formerly radio-tv production manager at Ruthrauff & Ryan Inc., Chicago, announces opening of Jerry Sperling Productions, to furnish agencies with radio-tv creative writing and production service. Telephone: Ambassador 2-6130. Location to be announced.

Robert I. Holt, formerly copywriter with Universal-International Studios ad department-freelance advertising consultant, to Gross-Krasne, Inc., as correlator of national pub-ad and sales promotion activities. **Sandy Schaffel,** formerly publicist, to same firm.

FAMILY EXTRA

DANA FEDDERSON, fourth son of the head of Don Fedderson Productions, is only a few weeks old, but the boy made his tv debut on *The Millionaire,* a CBS-TV network film show last month with his mother who already has appeared in at least one scene of each of the 100 *Millionaire* programs filmed to date by the Fedderson firm. Dana was cast in his mother's arms.

GOOD DEED DUGGAN

MBS' Thomas Duggan, western director of station relations, has set what some feel is a dangerous precedent in network station relations. He didn't know it at the time, but one day aboard a west-bound plane Mr. Duggan instituted an airborne babysitting service for affiliate station owners. When he saw a lady struggling to keep two youngsters in hand while flying from New York to Denver, Mr. Duggan's impulse was to offer help. The young mother gratefully accepted, and when the party alighted in Denver—Mr. Duggan carrying a bottle sterilizer—the lady's husband was able to do the honors. The husband, it turned out, was Richard McKee, new owner of KOWB Laramie, Wyo., an MBS affiliate.

◄ **Alfred W. Schwalberg** named to executive staff of National Telefilm Assoc., N. Y., functioning in overall management activities and heading operations of NTA Pictures Inc., theatrical distribution arm of NTA. He joins NTA from Artists-Producers Assoc., distribution-production company in motion pictures, which he owned and headed.

Lew Marshall and **Edith Vernick,** formerly with MGM, to Animation Inc., as animators. **Bill McGovern** and **Mark Letherman** to Animation's camera and editing depts.

Robert H. Klaeger, vice president in charge of tv and industrial film division of Transfilm Inc., N. Y., resigns effective June 1.

TRADE ASSNS.

J. Howard Schumacher Jr., NBC Development Laboratory technician, appointed staff engineer for Society of Motion Picture & Television Engineers, effective June 10. He succeeds **Henry Kogel,** resigned.

EDUCATION

Dr. Herman B. Wells, president, Indiana U., elected for five-year term to board of directors of Educational Television & Radio Center, Ann Arbor, Mich.

Meryle Renie Evans, former supervisor of public relations for New York Historical Society, named administrative assistant for promotion and public relations of Metropolitan Educational Television Assn., N. Y.

PROGRAM SERVICES

Edward R. Robinson, for several years in market research department of Colgate-Palmolive Co., to C. E. Hooper Inc., N. Y.

PROFESSIONAL SERVICES

◄ **Warren L. Ganong,** management consultant, to Public Relations Counselors Inc., Pittsburgh, as managing director of firm's new management consultant division.

Boyd W. Lawlor, former general manager of WWCA Gary, Ind., appointed vice president and director of station relations for Overland Adv. Inc., new station promotion agency located at Bay Shore, L. I., N. Y.

Verna M. Kline appointed head of radio-tv at Walter E. Kline & Assoc., public relations firm, in charge of all broadcast accounts handled by organization in N. Y., Chicago and L. A. **Mrs. Betty Ann Bell** will assist Miss Kline in her new duties.

Robert E. Norton, research analyst, to Market Data Assoc., Carthage, Mo., as research analyst, and **Frank R. Lawrence,** freelance commercial artist, to firm as art director.

Paul Baron, formerly program supervisor for WMGM New York, appointed director of advertising, radio and tv, for Henry Schapper agency (personnel), N. Y.

Max K. Lerner resigns from SESAC to enter private law practice with offices at 145 W. 57th St., N. Y.

MANUFACTURING

Frederick A. Schaner, with Air Assoc. Inc., to Daven Co., Livingston, N. J., as chief engineer.

◄ **Walton Ayer,** chief engineer, WBEC Pittsfield, Mass., to Gates Radio Co., Quincy, Ill., as sales engineer.

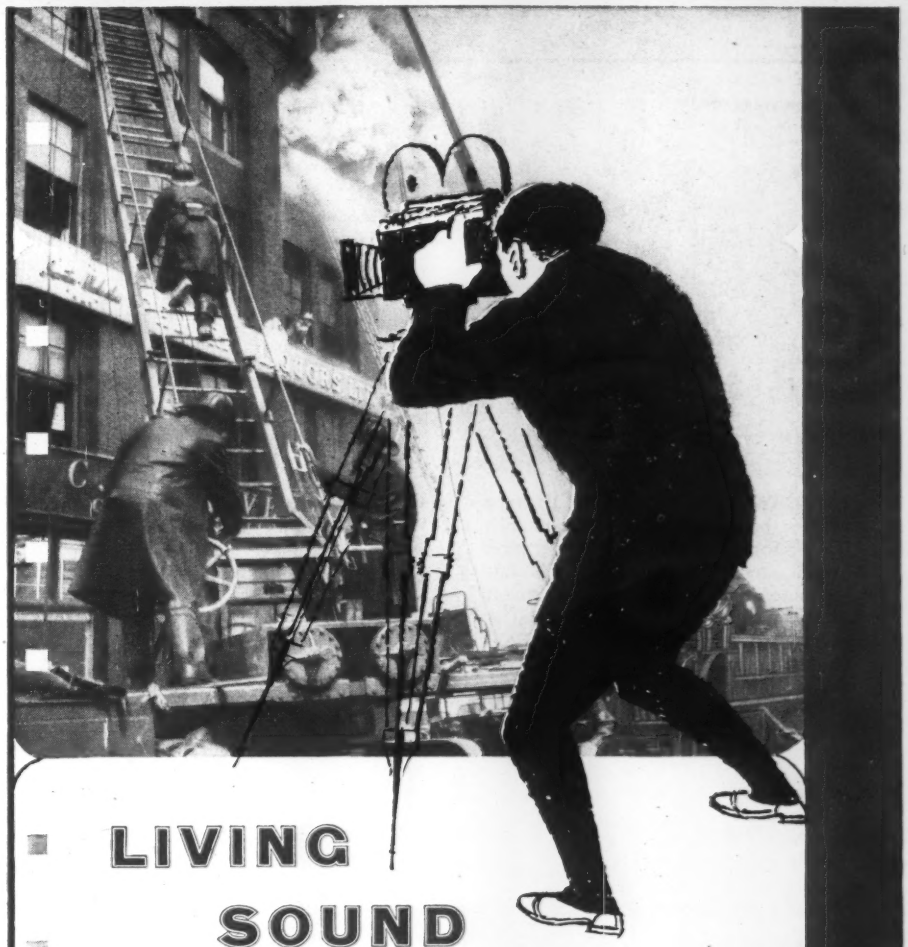
Howard A. Baldwin, manager of government service department, RCA Service Co., Tucson, Ariz., named administrator of atomic energy services.

William J. Voss, purchasing manager of industrial relations department, general superintendent's department and general quality control at Allen B. DuMont Labs, takes on additional duties as director of purchasing for industrial and tv tube divisions of company.

STATIONS

◄ **Jack McGrew,** assistant manager - national sales manager, KPRC Houston, named station manager of KPRC-AM-TV.

Elliot Motschenbacher, formerly commercial manager of KRXL Roseburg, named vice president-station manager, KWIN Ashland-Medford, both Ore., succeeding **Larry**



LIVING SOUND

captured at last in TV spot news on

SOUNDCRAFT

16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION

10 E. 52nd St., New York 22, N. Y. • West Coast: 338 N. La Brea, L. A. 36, California

WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

PRESIDENT-General Manager Richard M. Fairbanks of WIBC Indianapolis talks shop with a second-generation broadcaster, Tony Fairbanks. The latter joined the mobile news department of his father's firm last month after two years' Army service. Tony Fairbanks is raising another potential WIBC staffer, his own small son, Scott.

Gordon who recently purchased KWIL Albany, Ore.

C. S. (Chuck) Shulda, local sales manager of KERG Eugene, Ore., has been promoted to national sales manager. **Bill Karl** of station's sales staff succeeds him.

Robert G. Artman, formerly station engineer at WJZ-TV New York (now WABC-TV), appointed chief engineer at KTVR (TV) Denver, Colo.

Dave MacNeill, staff manager, KCBH Beverly Hills, Calif., to WCRB-AM-FM Boston as news-public affairs director.

Robert M. Jones, formerly actor-director at Playhouse and Karamu Theatres, Cleveland, Ohio, to KYW-TV, same city, as associate director.

◄ **George C. Mirras,** promotion manager, WOW Omaha, named to newly-created position of sales development manager for WOW-AM-TV.

◄ **Carl Uhlarik,** formerly with United Press and Buchanan-Thomas Adv. Co., returns to WOW as promotion manager succeeding Mr. Mirras.

◄ **Bruce Cox,** assistant director of special broadcast Cincinnati, named director of special broadcast services for WLWI (TV) Indianapolis. Both stations are owned by Crosley Broadcasting Corp.

Maurice Corbett to WTVJ (TV) Miami as merchandising director.

Jack Macdonald, freelance writer, to WTIX New Orleans as continuity director.

Bernie Ebert, production supervisor of KTLA (TV) Los Angeles, resigned to open advertising agency, Bernie Ebert & Assoc. Inc., Hollywood, concentrating on tv-radio advertising.

Getz Crenshaw, formerly owned advertising agency, to WDIA Memphis sales staff.

Norm Wallace, veteran writer, to KOIN Portland continuity department.

Doug Duperrault, formerly Program Director, KRBB-TV El Dorado, Ark., to KTBS-TV Shreveport, La., as staff announcer.

Jerry Dunphy, formerly news director, WXIX Milwaukee, to WBBM-TV Chicago, as staff announcer.

Bill Dupree, disc jockey, WEBB Baltimore, to WLIB New York, as disc jockey.

Adelaide Moffett, singing star-recording artist, to WEOK Poughkeepsie, N. Y., as hostess of *Women's Page* and disc jockey-singer on afternoon program.

Roger W. Clipp, vice president, Triangle Publications Inc., radio-tv division, elected trustee of Pennsylvania U.

Clyde R. Spitzner, local commercial manager-board member, WIP Philadelphia, elected to board of trustees, Susquehanna U., Selinsgrove, Pa.

Ken Brandt, director at KARD-TV Wichita, Kan., father of girl, Gretchen Ann.

Joe Yoklavich, assistant director, KNXT (TV) Hollywood-CBS Television Pacific Network, father of boy, Joseph Lewis, April 28.

REPRESENTATIVES

◄ **Byington F. Colvig,** director of sales promotion, CBS Television Spot Sales, N. Y., to Chicago office as account executive.

Tom Boise, manager of KSFD San Diego, resigned to join L. A. office of John Blair & Co., as account executive.

Don Waterbury, formerly of WOR and of WABD (TV) New York to Broadcast Time Sales, as salesman.

Jack Mohler, director of sales development with CBS-TV, to Blair-Tv, N. Y., as account executive.

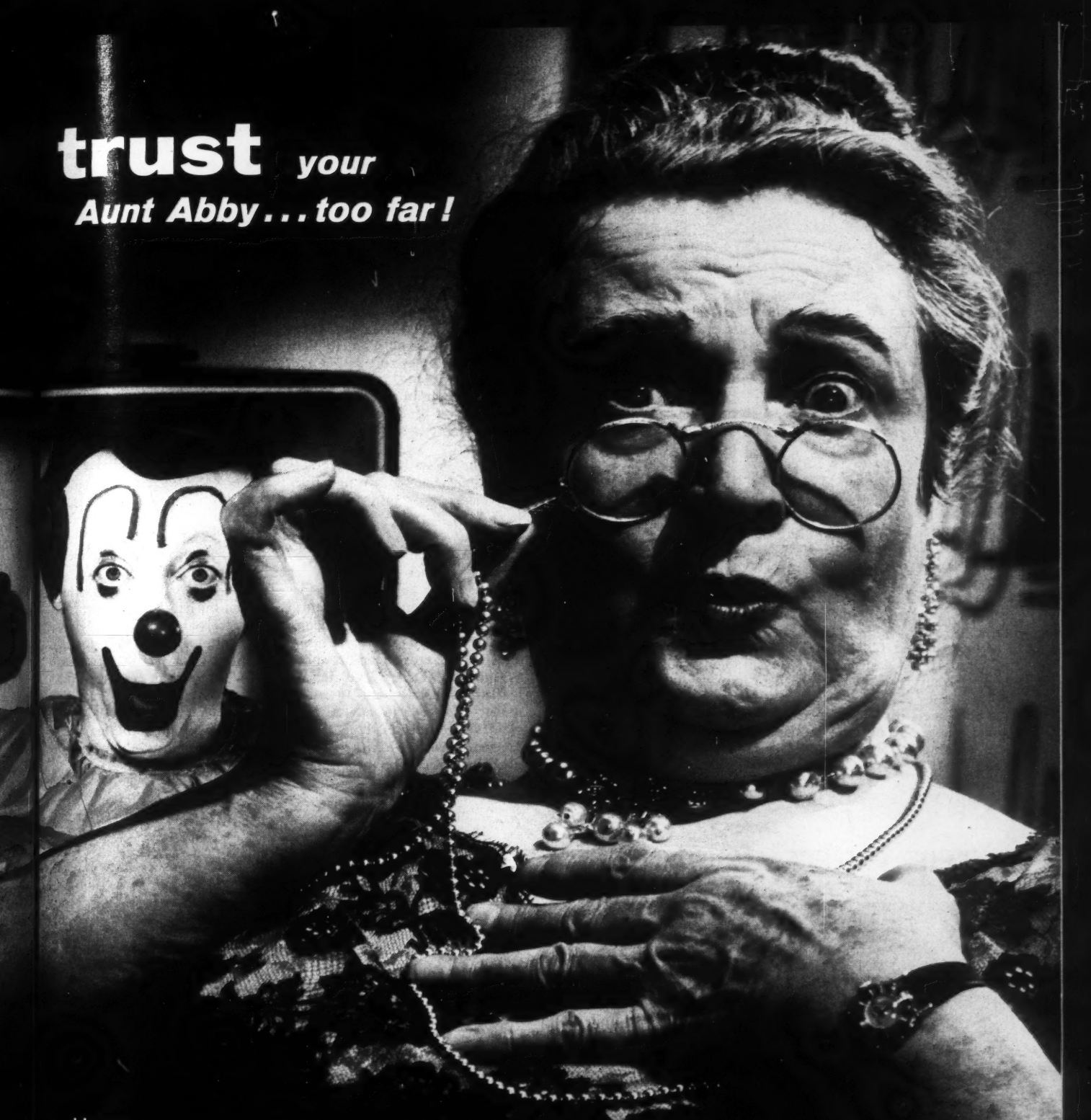
Fred Ursel, sales staff, CKSL London, Ont., named retail sales manager.

INTERNATIONAL

◄ **Stan Moncrieff,** public relations department, Trans-Canada Airlines, Montreal, to CHUB Nanaimo, B. C., as public relations director.

Never

Be sure to shoot IN COLOR . . . You'll be glad you did



trust your Aunt Abby . . . too far!

Her opinions are interesting—of course. And she's sure to let you know—particularly when they concern television. But neither she nor all your other relatives should have too great a voice in evaluating a show. That's a job for pre-testing with impartial audiences.

How?—By having the show on film. Then you can test all you want—from here to Timbuktu—economically, efficiently.

And on film, when you want to make changes—you just splice 'em in! That's why *a good show is a better show on EASTMAN FILM.*

For complete information write to: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Ave.	130 East Randolph Drive	6706 Santa Monica Blvd.
New York 17, N.Y.	Chicago 1, Ill.	Hollywood 38, Calif.

or **W. J. GERMAN, Inc.,** Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

THE EYE-CATCHERS IN TELEVISION ART

FOR DETROIT—or more specifically, Ford Motor Co.—good design pays off in other places besides the dealer's showroom. Next Monday noontime, Ford—on behalf of its Ford and Lincoln divisions, through J. Walter Thompson Co. and Young & Rubicam, respectively—will take top honors in the television category of the 36th annual National Exhibition of Advertising and Editorial Art and Design.

From Monday afternoon (today) through June 7, at New York's Waldorf-Astoria Hotel, the public may view these two winners and others picked out of a total of 13,848 entries representing all media. The seven tv awards were drawn from a pool of 409 also-rans.

The 1957 exhibit is coincident with the second annual Visual Communications Conference (May 27-29) which this year will play host to many industry leaders from the fields of art, research and broadcasting. Among the speakers will be radio-tv critic Gilbert Seldes, Donahue & Co. Executive Vice President Walter Weir and motivation research expert Pierre D. Martineau.

According to Arnold Roston, former MBS art director and now an art director at Grey Adv., New York, who this year serves as exhibition chairman, it took four "back-breaking weeks" to run through the entries and hit upon those which, in the jury's eyes, "performed their function as advertisements within the framework of good art and design." Mr. Roston admitted that in its deliberations, the jury (see picture) tried to have "as little as possible" to do with sales impact or the actual effect of each particular ad upon the consumers it was designed for. "We were more interested," he noted, "in good taste and brilliance of conception and execution." The winning entries appeared over the 12-month period beginning Feb. 15, 1956.

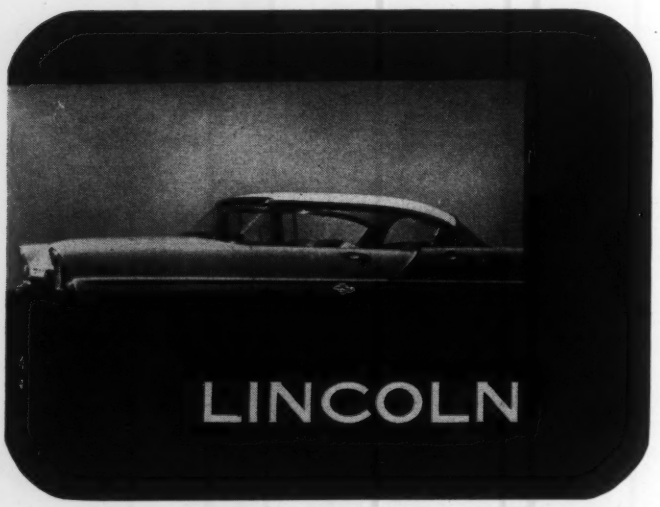
Conspicuous by their absence this year were the two Piel Bros. who won the 1956 special tv medal [B•T, June 4, 1956], but their places have been well taken over by the small fry. Leading the pack is "Small Chinese Baby" struggling masterfully through a bowl of shimmering Jell-O and armed only with chopsticks. Behind him is the "typical" American youngster through whom Prudential Insurance Co. of America sells parents on annuities and the pint-sized version of Hopalong Cassidy whose biggest battle is against breakfast cereal until the day he's finally won over to Maypo.

In the show-titling or promotion category, NBC beat out CBS two-to-one, but the two networks tied each other in the non-broadcast category of print advertising and sales promotion (see sidebar).

There were few "new trends" this year. The "relaxed sell" remains triumphant, which proves again that in advertising, one picture many times speaks louder than a handful of copy.

Also up for applause were the efforts of two of the networks in the promotion-graphic arts field. CBS Inc., on behalf of its recording subsidiary, Columbia Records Inc., received a gold medal for an "LP" record album; it also won a certificate of merit for a CBS-TV advertisement drawn by Ben Shahn for *See it Now*. Its Washington, D. C., affiliate, WTOP-TV copped a certificate of merit for artist Robert Osborn's portfolio, "Capital Types," mailed earlier this year to advertisers and agency executives. NBC-TV won two certificates, both in the category of promotion. One was for the network's *Kraft Television Theatre* colorcasts, the other—a mailing piece—on behalf of *Queen for a Day*.

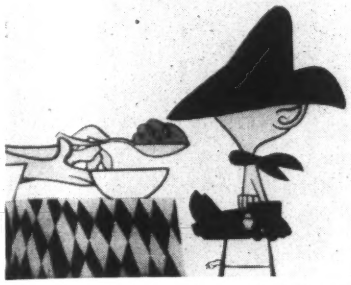
THE FIRST CHOICES



TOP AWARD: for design of complete tv unit, live film commercial, to art director Stephen O. Frankfurt, producer-director William S. Muyskens, and Wilding Productions Inc. Advertiser: Lincoln Div., Ford Motor Co., Detroit, Mich., and placed through Young & Rubicam, New York.

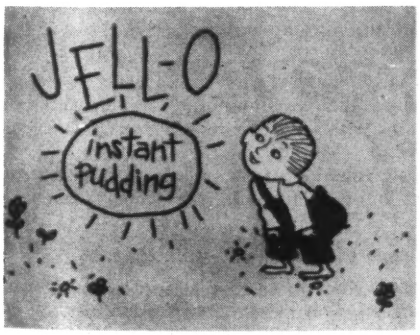
TOP AWARD: for design of complete tv unit, full animated film, to Bill Melendez (director); Chris Jenkyns and Sterling Sturtevant (copywriter and designer); Bill Littlejohn (animator), and Playhouse Pictures Inc. (producer). Advertiser: Ford Div., Ford Motor Co., Detroit, through J. Walter Thompson Co., New York.

SEVEN THAT WON CERTIFICATES OF MERIT

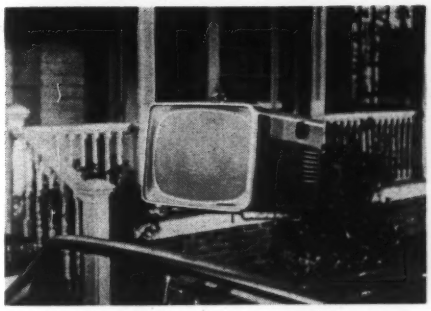


For design of complete unit, full animated film commercial: art director John Hubley of Storyboard Inc. Artists: Emery Hawkins and Mr. Hubley. Advertiser: Heublein Inc. (Maypo Oat Cereal), Hartford, Conn., through Bryan Houston Inc., New York.

For tv editorial art, show titling: NBC's Edward J. Bennett and Guy Fraumeni for NBC-TV's *Hallmark Hall of Fame*. Advertiser: Hallmark Cards Inc., Kansas City, through Foote, Cone & Belding, New York.



For design of complete unit, full animated film commercial: art director Sonia Lisker, artist Maurice Sendak and Ray Patin Productions. Advertiser: Jell-O Div., General Foods Corp., White Plains, N. Y., through Young & Rubicam Inc., New York.



For design of complete unit, live film commercial: art director Larry Parker, producer Hal Mathews and Warner Bros. (photography). Advertiser: RCA Victor, through Kenyon & Eckhardt, New York.

For design of complete unit, live film commercial: art director Leslie Silvas, photographer Mike Elliot and production firm of Elliot, Unger & Elliot. Advertiser: Prudential Insurance Co. of America, Newark, through Calkins & Holden, N.Y.

For design of complete unit, tv promotional art: art director-artist Georg Olden, prepared for CBS-TV's adult western, *Gunsmoke*.

For tv editorial art, show titling: NBC's Edward J. Bennett and Harvey Schmidt for the NBC-TV Opera Theatre's presentation of Puccini's "La Boheme."

THE MYOPIC LOOK reflected in the eyes of the judges comes after having viewed over 500 individual tv art entries. Judges are (bottom row) Lou Dorfsman, CBS art director; Chris Ishii, UPA New York; Jack Goodford, UPA New York; Edward Bennett, NBC-TV scenic & graphic design supervisor; (second row) Victor Sandak, Color Illustration Inc.; Bill Duffy, tv art director, McCann-Erickson; Norman Mullendore, art director, Sullivan, Stauffer, Colwell & Bayles; Ralph Koch, partner, K&W Films; Ray Lind, art director, Benton & Bowles; (atop ladder) Robert C. MacKichan, NBC-TV manager of art and design.

Other judges (not shown) are Larry Parker, art director, Kenyon & Eckhardt; John K. Hubley, president, Storyboard Inc.; Jack Sidebotham, art director, Young & Rubicam, and Norman Tate, art director, N. W. Ayer & Son.

THE RISE IN THE FALL OF NETWORK PROGRAMMING

WHAT is the meaning behind the drastic revision in tv networks schedules next fall? Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., speaking in New York last Wednesday at the Radio & Television Executives Society weekly luncheon, answers this question in a talk entitled, "Television's Better-Balanced Diet." Mr. Goldenson says the networks next fall will offer the most variety ever in programming; ratings are not the whole picture; that change brings creating; the audience is becoming more sophisticated, and that the "showmanship" content of public service programs must be improved.

NEXT SEASON the television viewing public will have, a very different menu from the one which they have had this past year.

In prime evening time there is only one single half-hour when all three networks plan to offer the same shows next season that they offer today. That single half-hour which is *status quo,* incidentally, is Wednesday 9-9:30; NBC will have *Kraft Theatre;* CBS will schedule *The Millionaire;* and ABC will program *Ozzie and Harriet;*

Every other slot in prime time is seeing some program change by at least one network, and sometimes by all three. I think this is very good. It is a testimony to the tremendous creative urge of our program cooks, who are seeking new ways to please the public palate. It is a tribute to the value of competition and the benefit it brings to the public at large, to stations and to advertisers.

Next year's programming, I'm sure, will be the best ever. It will build on the remarkable record of achievement that the networks made this year. To look at the program prospect for next year, just from the standpoint of variety, the many different kinds of dishes that are offered . . . the three networks will offer 20 different kinds of programs.

The payoff for this greater variation in menu, this more balanced diet offered to the television viewer, is the broadening base of tv, its even deeper penetration into the lives of everyone.

The proof: More hours are being devoted to television by the typical home today than last season—to be exact, 5 hours and 38 minutes per day. (That's an October-to-March Nielsen average.) And another interesting point is that the typical network program this season has a Nielsen rating of 24.4—a higher rating than the average program of last season—this despite increased competition. This increase, even though sets-in-use figures have remained steady, indicates that the public is hardly dissatisfied with network programming, as some critics have claimed.

ABC Strategy: Counter-Program Against Competition

It is understandable that the greater variety of programs offered to the public, the larger will be television's total audience. We at ABC have followed a policy of counter-programming—that is, offering the kind of show which the other networks are not programming in the particular time slot. But, more than that, the principle of counter-programming means working and experimenting to develop a kind of show not available at any time on other networks.

A network's primary objective in selecting *most* of its programs, but *not all,* is to choose those it believes will appeal to the most viewers—always subject, of course, to the dictates of good taste and public welfare.

But there are many publics. The executives who help shape our television programming policies—and I include those in talent agencies and advertising agencies—are well aware of the preferences of those segments of our viewing population whose tastes differ from the mass audience—or, rather, whose tastes are a little ahead of the mass audiences. Networks and stations present—in addition to mass-appeal shows — programs of relatively lesser appeal, which add to the richness and fulfillment of our lives.

They will do so, I believe, not merely out of their sense of showmanship and public service, but also because it is good business practice to present a varied and well-balanced schedule. It is sound marketing strategy, as research data show.

The day when we just count noses—and judge a program only on its rating—will be a very sad one for the industry. Circulation alone is too mechanical a basis for judgment. It leaves out many of the human elements in the equation—the emotional appeal of the program, the nature of the program as a framework for commercials, its merchandising and promotional values, its impact on special segments of the audience the advertiser wishes to reach, and the kind of image and personality the advertiser is trying to create. And it leaves out many of the business factors in the equation.

If our goal is merely big numbers, we would end up with copycat programs. There would be nothing fresh, no new formats, no new faces—just carbon copies of the big shows—pale reflections of *I Love Lucy,* synthetic Lawrence Welks and "me-too" westerns.

And very soon the program pool would dry up, the virus of sameness and monotony would sap the strength of television. This follow-the-leader game would lead to a downward spiral.

Fortunately, for every advertiser who wants a "program with a track record" there is one who wants a new property or a new personality. So there is change, and the next season more change than usual. And it is directed change, movement in the direction of a bigger and more varied menu, more of the smorgasbord, less of the ham and eggs.

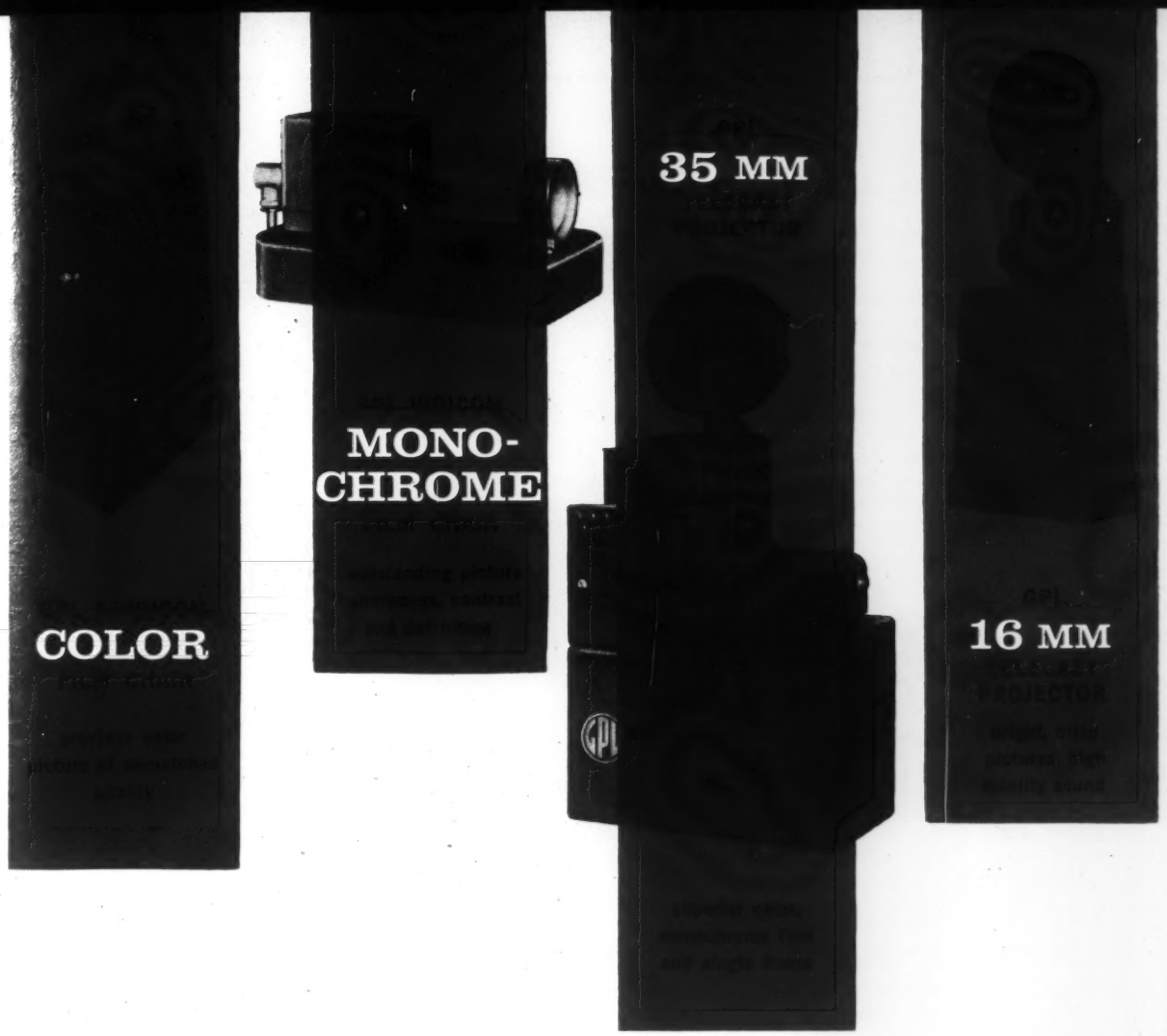
As the program spectrum expands, as we offer a broader variety of shows, the interesting thing is that we find more programs with special appeal, more programs with ideas, more programs that might be termed public service.

At first glance, the basic function of our television industry appears to be entertainment. But we actually have a double function—to entertain and inform.

Walt Disney has expressed the philosophy well. He said:

"In the discovery of knowledge, there is great entertainment—as, conversely, in all good entertainment there is always some grain of wisdom, humanity or enlightenment to be gained."

Walt's concept is, I feel, the key to my second point—the steadily rising quality of tv programming. Each week the three networks telecast many hours of programming that meet the highest standards of culture, journalism and dramatic art. There is ballet . . . the fine music of a *Voice of Firestone* . . . the news interpretation of the Ed Murrows and John Dalys . . . the stimulat-



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ing coverage of a development in the field of health . . . first-rate plays . . . discussion of public issues . . . the list of good and stimulating program fare is long and growing, and resembles the combined output of book publishers, the theatre, motion pictures and the concert hall.

Tv and radio are not in competition with Broadway, Hollywood and Publishers Row. We are partners in contributing to cultural and civic life.

Audiences today are not merely willing, but eager to be informed. Our audiences are better educated, more sophisticated and more desirous of knowledge than ever before. I think that we in the tv industry can take a great deal of credit for helping bring this about. But we also must keep pace with the public's growing maturity.

Many advertisers are now selling their products through commercials that several years ago would have been considered far too sophisticated for a mass medium. The Piel's beer campaign featuring Bert and Harry, the new Waldo messages for Dodge [B•T, May 6], the commercials produced in modern cartoon technique—all point up advertisers' awareness of the public's growing sophistication.

Programming of shows that respect the public's intelligence and curiousity about the world we live in, about art, science, and social relationships, is necessary. Television needs such shows because vast numbers of our viewers want them. We wouldn't be good businessmen or good showmen if we passed by the opportunity to provide such programs.

Showman & Journalist: Common Objectives

If we are showmen, we are also journalists. There is a thinner line between the showman and the newsman than we sometimes think. Both work to satisfy the same human hunger—curiosity, the need to know, the desire to be there as something happens.

If the showman in us is sometimes disappointed in the ratings of a public affairs program, we should remind ourselves that ratings are merely a measure of relative popularity. In the ratings vortex in which we are sometimes drawn, we often forget that what looks like a tiny drop in the Trendex bucket may really be quite a splash!

Recently, the Trendex rating of one of our public service shows was a 3.0. Standing all by itself, that was a mighty small figure. But nationally this show reached some 1.5 million homes—some 3 million viewers. And that's a sizeable audience compared to the number who *might* read an article on the same subject.

Of course, we can use more qualitative research on program content—what makes a show of greater appeal to bigger audiences—and these techniques should be applied in greater measure to the so-called public service programs. We must raise the showmanship content of these programs.

The heart of the matter is that there should not be a separation between entertainment and information programs.

Sponsorship, Public Service Are Compatible

Very often what we really mean when we label a program public service is that it has no sponsor. *See it Now, Navy Log* and *Air Power,* for example, if they had no sponsors, would most certainly be labeled public service programs. Perhaps, the area of public service programming is the laboratory from which many of our best new shows will come. Perhaps John Daly's test kitchens—which are busy concocting nourishing new dishes—will come up with public affairs servings that will be big commercial sellers.

But we don't want John to be a salesman; we want him to remain a newsman, a public affairs man. *That's his line.*

We at ABC-TV have reached a new stage in our growth. With men like Robert Eastman, the dynamic new president of our radio network, with men like Ollie Treyz, the very creative head of the tv network, we have the manpower and idea power to make a great forward surge in programming. And because of our growth in coverage and audience popularity, ABC-TV now has the economic basis for more program experimentation, for more shows in John Daly's public affairs area, for the development of more new programs with fresh formats, new talent and personalities.

This is one of our chief goals—to cook up the kind of meal that will increasingly whet the public's appetite for new and better programs.

As the public demand grows stronger, the networks will provide even greater quantities of this type of program. There will always be the bread-and-butter items, but increasingly there will be the chicken tettrazini of an opera or the delicate pastry of a ballet, and the many other delicacies to delight a palate exposed to many kinds of program cuisine. The true significance of the emergence of ABC-TV is that it gives the public a whole new *range.*

PLAYBACK

QUOTES WORTH REPEATING

UNFOUNDED ARGUMENTS

TED KOOP, president of the Radio-Television News Directors Assn., speaking May 4 at the annual banquet of the Carolina News Broadcasters.

ARGUMENTS advanced by the press [against radio-tv participation in news conferences] are old and specious: the interviewees, they contend, must be protected from their own words; the cameras and microphones get in the way; the reporters do not want to be actors.

There is no logical basis for such complaints. Public officials must be responsible for their statements and reporters should not gratuitously censor them. Cameras and microphones need not be obtrusive, as has been demonstrated even in courtrooms. And I do not know one of the 200-odd reporters attending a presidential news conference, for example, who believes he has been turned into an actor because a camera focuses on him when he asks Mr. Eisenhower a question.

IMMUNITY TO ADS

ELLIOTT LEE RICHARDSON, assistant secretary, Dept. of Health, Education & Welfare, speaking April 29 before the San Francisco Mental Health Society on influences that beset people.

WE live in an age of high-pressure advertising. The American public is inured to the dramatic claim, the compelling statistic, the cool eyes of the white-jacketed doctor peering from under his head reflector as he issues a warning. . . .

It becomes physically impossible for for us to get through a day without bumping into literally dozens of products, all of which are, naturally, the biggest, smoothest, softest, best tasting and least harmful to the fabrics. After a while we develop immunity. Sooner or later . . . [such ads] have no more impact than a softly-settling soap bubble.

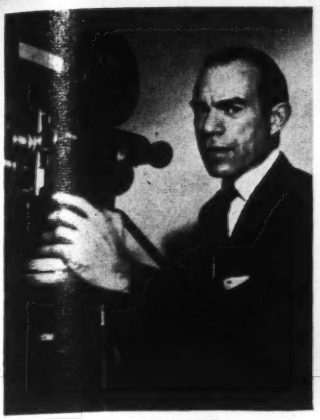
IDIOTS' LANTERNS

CASSANDRA, London Mirror Daily Mirror columnist, whose caustic comments spare few, pens this dim view of television.

THE United States and Great Britain between them share 90% of the total number of the world's television sets.

America has 39 million tv receivers while we have 5.9 million idiots' lanterns. Lucky countries like Cuba have only 200,000 of the darn things. Even the Soviet Union, which you would have thought turned them out in millions for the happy, goggling natives to worship the myths of Stalin, Malenkov and Kruschev, have only one set for every 250 of the population.

The television set links the barbaric illiteracy of the past with the *effete* illiteracy of the present. Cave drawings and the cathode ray tube have much in common except that the former were done in skill while the latter is perpetrated with ignorance.



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TOM PRIESTLEY

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JESSE SABIN

NBC cameramen depend on

SANTINO SOZIO

IRV SMITH

the high speed and wide latitude of Du Pont "Superior" 4!

Speaking for NBC cameramen all over the world, Mr. Gene Juster, Manager of NBC Newsfilm, said that Du Pont Superior® 4 Motion Picture Film is the best combination of wide exposure latitude and high speed they have found.

News cameramen have to shoot many situations with only available light and they have found that "Superior" 4 lets them get good newsreel shots in almost any light. In fact, as a test of this film's speed, a man was photographed in a darkroom, holding a lighted match a foot from his face. With this single light source, Du Pont "Superior" 4 recorded recognizable features.

99 times out of 100, these cameramen cannot afford the luxury of a meter reading before they shoot. They rely on their experience and their confidence in the film they use to get a good picture—and they usually can't go back and try again. Many of the men assign their own speed ratings to a film, and NBC has learned to depend on the wide latitude of "Superior" 4 to handle these varied ratings during processing.

In view of the confidence which NBC's experienced cameramen, like those shown above, place in Du Pont "Superior" 4, it's not surprising to find that this fine film is in NBC's film stocks.

FOR FURTHER INFORMATION about Du Pont Motion Picture Films, ask the nearest Du Pont Sales Office, or write Du Pont Co., Photo Products Dept., Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

Mr. Gene Juster (right) of NBC Newsfilm and Mr. William Sweet, Du Pont Technical Representative, discuss the ability of Du Pont "Superior" 4 to withstand the high processing temperatures met when using NBC's "Jiffy" processor.

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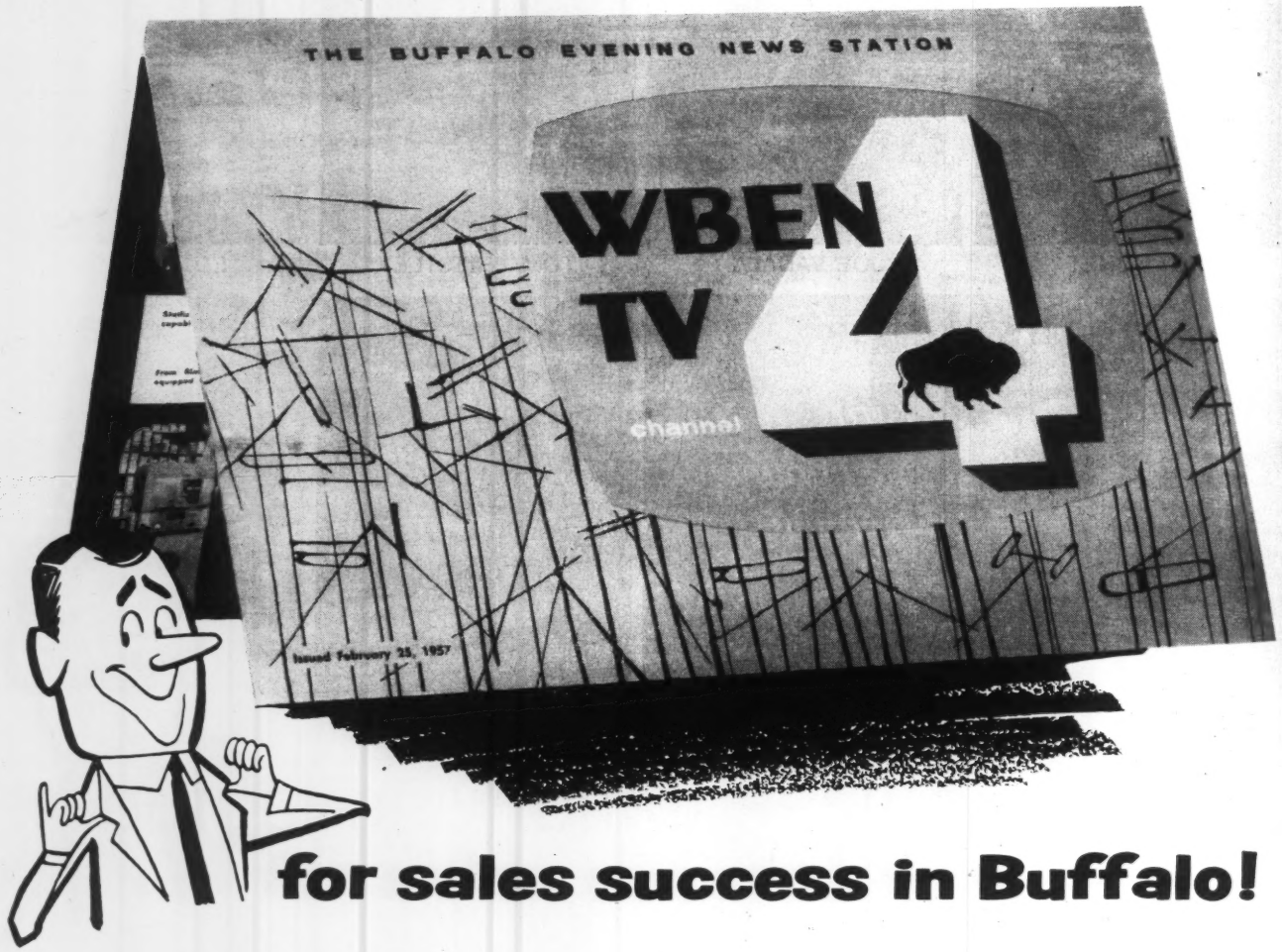


for sales success in Buffalo!

The second biggest market in the nation's biggest-spending state is defined and digested for you in the new WBEN-TV Coverage Brochure.

This brochure includes market facts of the 14 Western New York and four Northwestern Pennsylvania counties served by WBEN-TV. It also contains a graphic coverage map that pin points your total sales area where 3½ billions are spent annually at the retail level. In all, it presents a clear and concise picture of all you need to know to stimulate sales thinking and sales effort.

And to help you reach and penetrate this huge market the most effective way, you'll find this brochure brimming with facts on facilities and service that have proven to TV advertisers since 1948 that "TV dollars count for more on Channel 4".

We'll be happy to send you a copy of this fact-packed brochure. Just write our Sales Department.

WBEN-TV channel **4**

CBS in Buffalo

THE PIONEER STATION OF WESTERN NEW YORK

from **HANK FOWNES**, *vice president & N. Y. manager, MacManus, John & Adams*

DON'T BET YOUR ROLL ON ONE BIG TV SHOW

Henry Gaither Fownes; b. Pittsburgh, Pa., June 20, 1922; educ. Yale U. Served with Air Corps in European Theatre; joined Benton & Bowles 1946. Went to Fennon Productions as radio-tv producer servicing, among others, Pontiac and Cadillac accounts. Joined MacManus, John & Adams 1950, appointed overall radio-tv director 1953, became manager of New York office and vice president at MJ&A 1955.

THE GAMBLER with his frock coat and string tie is a popular figure on television dramas these days, but the tv gambler in the grey flannel suit isn't nearly so popular along Madison Avenue. "You can gamble for match-sticks or you can gamble for gold," to paraphrase the current song hit, "but if you haven't gambled for those moonlight tv hours, then you haven't gambled at all." And the odds have never been steeper.

Never before has there been such a disastrous television year from a standpoint of show failures. Of all new shows this season, 69% have been canceled or will be canceled by season's end. Walter Winchell, *Stanley*, *Noah's Ark* and *Hiram Holliday* are just a few which have felt the sponsor's axe. Even *Sir Lancelot* was unhorsed.

For the first time in years Madison Avenue is echoing to the tread of network salesmen calling on agencies, instead of vice versa.

Never before have so many sponsors given up the concept of strong sponsor identification in favor of alternating or participating sponsorship. Sponsors may miss telling the boys at the home office about that night on the town with Milton or Jackie, but they don't have that morning-after feeling so common with a single show and an unfriendly Nielsen.

Despite the great percentage of flops among shows this season, the sudden buyer's market and the trend away from "big" network shows, television as a medium remains as attractive a buy as ever, if properly used. Actually, television's average cost per thousand remains well in line with other media.

These problems simply point up the need for shrewd agency analysis of the right approach to buying television so that a client may spend his television dollar more efficiently than the competition. I feel the answer is the circulation concept or "smorgasbord" system of television buying.

The "smorgasbord" system, as the name implies, simply means spending your television dollars in a greater number and variety of ways, rather than channeling them all into buying one "big" show. "Bigness" in television might be defined as keeping up with the competition in relation to show *impact*. The "big" show, when it's a hit, is pure caviar, but over the long run smorgasbord is more nourishing.

As this season's casualty list illustrates, "big" shows are often as costly as caviar and as impractical on a 52-week diet. The recent television productions of "Romeo and Juliet" and "Mayerling" are examples of "big", expensive, good shows which failed to pay off in audience. In fact, when the ratings came in some ad men may have followed the example of Mel Ferrer in "Mayerling" and shot themselves!

Obviously the purpose of any television effort is to reach as many qualified customers at the lowest possible cost as in any other medium. Unfortunately this job is made more complicated in tv by three-network competition and formidable movie programming on local stations. Thus the tv executive shopping to spend his client's dollars in tv finds himself cast not simply as an experienced business man, but as a show business prognosticator trying to decide what will be a hit.

Moreover, unlike other areas of show business, even with the best judgment in the world the fate of the tv program you choose may be determined by any number of factors beyond your control.

We had this vividly impressed on us last season when we bought for Pontiac what seemed to be a foolproof program: *Playwrights' '56*. It had one of television's top producers in Fred Coe; many of the top writers of the medium, and an impressive lineup of stories and stars. A further advantage was that no established program was slotted opposite us but a revamped retread of a radio show. Unfortunately for us that radio retread turned out to be the *$64,000 Question* which topped everything on tv that season. (It in turn is an example of the axiom that nowhere is fame so fleeting as on the airways. It had to up its ante from a paltry $64,000 to $256,000 so that 10-year-old Rob Strom would have sufficient incentive to keep playing!)

The extent of the gamble in picking a hit tv show is spelled out in the figures showing that the average cost of a half-hour weekly show this season was $76,000 for time and talent, and the hits were few and far between. The big gamble on those expensive "moonlight hours" pays off in a big way if you happen to hit a *Twenty One*, but no one walks into a gambling casino and puts all his money on double zero.

More and more advertisers who need weekly exposure will abandon single sponsorship in favor of alternating or participating sponsorship of different shows. Advertisers who don't need weekly exposure will tend towards the big show (specials, spectaculars, etc.) less *frequently*, often supplemented by spot schedules to build total unduplicated audience.

Nielsen studies show us that any sponsor identification which might be lost is more than balanced by the increased cumulative audience (number of unduplicated people seeing a given commercial), and by the reduction of gamble involved by spreading dollars over several shows. The circulation concept is simply an approach to television which will guarantee a sponsor greater cumulative audience at the least possible risk.

An agency can buy television circulation for a client in a number of different ways. But whether it be a spot campaign, an alternate week show, four shows a year, syndication or a combination of these and other alternatives, the agency must look for mass circulation in the surest possible way. If "bigness" is important to a client, he can achieve it in newspapers, magazines, or radio, which do not ask him to speculate on success. Or he can buy occasional "special" shows as we did with "Richard III" and the pro football championship, which netted a 41.8 Nielsen. Here the gamble is comparatively negligible.

By using this "smorgasbord" system the advertising man can assure his client strong representation in television and occasionally a vacation in Las Vegas where he can gamble to his heart's content.

Let's Deal in Futures

FILM bartering—the trading of time for programs—has become a common practice in television.

There is nothing unethical about it as far as we can find out.

But is it good business?

That question should be of serious moment to anyone concerned with the long-range development of television.

"Good business," it seems to us, is business which not only makes a profit but also plans a future.

Bartering is profitable, but it is not a means of building strong foundations. It borrows more heavily from the merchandising philosophy of an Algerian rug peddler than from that of, say, General Motors. Orderly growth is not its main goal.

Bartering takes many forms, but in essence it is a method of unloading film programs that cannot be readily sold for cash or without special inducements. The film distributor takes at least part of his payment in time which he then sells to an advertiser. Stripped of the euphemisms which most of its practitioners use to describe it, bartering is at best a legal kind of time brokering and at worst a rate cutting device.

Time brokerage and rate cutting are not the stuff of which enduring broadcasting structures are built. Radio, it may be pointed out, almost committed suicide in its infancy because of time brokering and almost repeated the act years later because of wholesale rate cutting. Radio resumed its growth in the television era only after it began to sell on its merits instead of letting the customers haggle it nearly to death.

Television may take a lesson from radio. Those who wish to plan a lasting future for the medium will not include the barter deal in their plans.

SEN. Alexander Wiley (R-Wis.) last week complained that he couldn't hear some of his soft-spoken colleagues during debates, and he urged that the Senate chamber be wired for sound. May we point out that nobody else can hear the Senators either. It's time the Senate brought itself up to date by installing a public address system for its own convenience and admitting radio and television for the public good.

The Wise Course

IT IS NOT going too far to say that toll tv can be written off as an imminent "on-the-air" threat to free tv, and therefore to the public. The FCC, or at least a majority of its members, has been saved from its own folly by Chairman Oren Harris (D-Ark.) of the House Commerce Committee.

It was Rep. Harris' timely letter to the FCC [B•T, April 29] that slowed that agency down and caused postponement of an action that would have authorized "experimental" subscription-tv, which, however circumscribed or limited, would have been the opening wedge for the substitution of a box-office for tv, and the beginning of the end of free tv.

Then, last week, the prospect for action by the FCC prior to a full evidentiary hearing was considerably diminished. Four members of the FCC met with Chairman Harris at their request to "exchange views." The conclusion the FCC majority reached was inevitable—that a major question of public policy is involved and that there is doubt whether the FCC has the legal authority to decide it without the benefit of legislation.

If, after evidentiary hearing, the FCC majority should conclude that it does have the authority to authorize subscription tv, the Commission would still be under mandate to disclose its intentions to Congress. Hearings take time. And Congress doesn't act quickly on questions of policy.

Nevertheless, this does not mean that those interested in keeping free tv service to the public can rest on their oars. The pay tv proponents are not idle. They have lost only the first round, when they thought they had victory almost by default. Theirs has been one of the highest-powered lobbies ever to hit Washington and the nation. They sold many newspapers on a "what-harm-is-there-in-giving-subscription-tv-a-trial" editorial kick. They planted pieces in magazines, and had paid publicists hit the Chautauqua trails. Proponents in Congress loaded the *Congressional Record* with their outpourings.

The professional proponents have too much at stake to quit now. Moreover, the news engendered by the toll versus free tv fight has been reflected in the prices of Zenith and Skiatron stocks—about which more may be heard in Congress.

Of great significance in the toll tv imbroglio so far is the lesson taught the FCC. The Commission lately has insisted that Congress keep its hands off, since it is a "quasi-judicial" agency. That may hold on adjudicatory proceedings, but not on "legislative" matters or questions of public policy. Congress does the legislating; the FCC and the other regulatory bodies created by Congress do the administering.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"What can I do? He's got it tuned to the educational station!"

Uneducated Dollars

THE forces of educational television will not be able to blame the Ford Foundation if they fail to make a go of it.

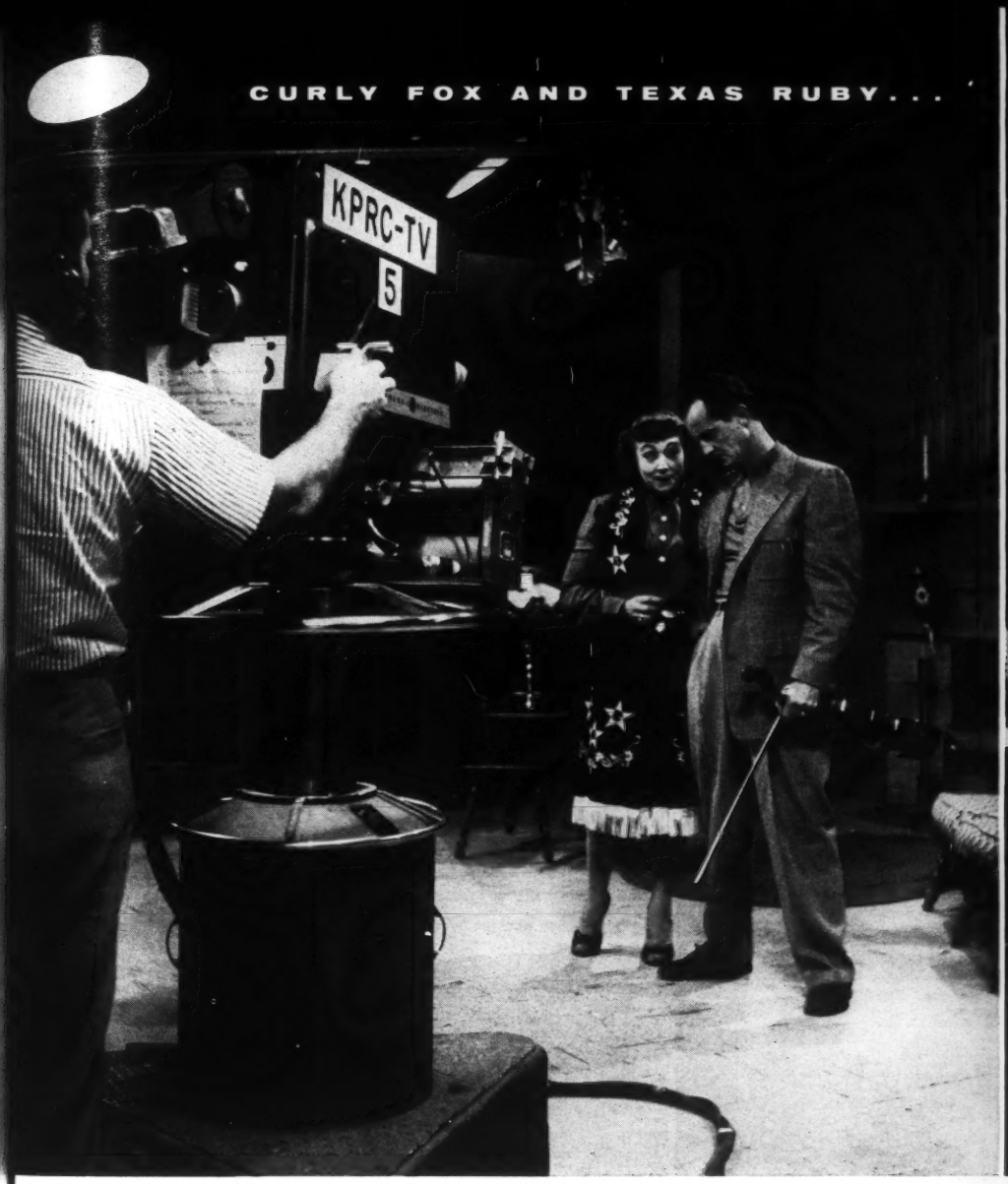
Perhaps "forces" is too strong a word, since despite their best efforts they have yet to occupy 90% of the channels the FCC surrendered to them five years ago. Be that as it may, the Ford Foundation's annual report came out a few days ago showing that the foundation allocated more than $8 million for educational tv in fiscal 1956, on top of more than $11 million set aside before that [B•T, May 13].

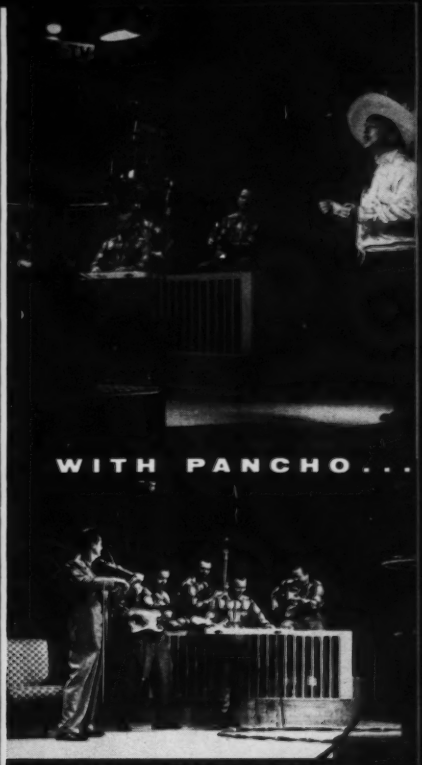
That is a lot of money for a foundation to put into a movement—which also may be an exaggerative word in the circumstances—that has gone so short a distance on its own. But so long as it is doing it, the Ford Foundation moved largely in the right direction in 1956. For substantially all of the $8 million went to organizations for the production of programs.

It is in this field—the production of educational programs for placement on commercial stations—that the educational tv interests can make their greatest contribution. If produced with know-how, their programs can augment the commercial stations' own educational and informational shows to the benefit of all.

Even the most vocal advocates of channel reservation must see by now that their hope of filling the spectrum with educational outlets was optimistic beyond reason. Meanwhile, more than 200 channels lie useless, shut off by the FCC from any other productivity whatsoever. At the pace established over the past five years—even if that pace could be maintained—the currently reserved channels would not be filled by educational operations for 50 years. That would run us into the 21st Century.

The Ford Foundation might find it economical to put just a little of its educational tv money into an independent study of the outlook for educational stations. If it did so, it might no longer have to say, as it does in the 1956 report, that the question of educational television is "unresolved" and "may remain so for many years." The foundation could save itself some money that way.





"Happy Home Folks" Serve It Texas Style on KPRC-TV Houston

Houston Gulf Coast viewers like folk music best when it's seasoned with a Southwestern flavor and served by popular local personalities. If ratings and results are measures of effectiveness, Curly Fox and Miss Texas Ruby have unsurpassed ability to entertain and sell (8.8 Nielsen Rating, Nov. '56, 1 - 1:30 p.m.). Their live, across-the-board half-hour show, "Happy Home Folks," is loaded with top talent who tell your story and sell your product in a warm, friendly, convincing manner. Do your client's sales curve a big favor by getting availabilities right away.

KPRC-TV
HOUSTON

CHANNEL 2

JACK HARRIS
Vice President and General Manager

JACK McGREW
National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

KPRC-TV... MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET